

Oklahoma
Arkansas
Texas
Louisiana

+ Center of the Southwest

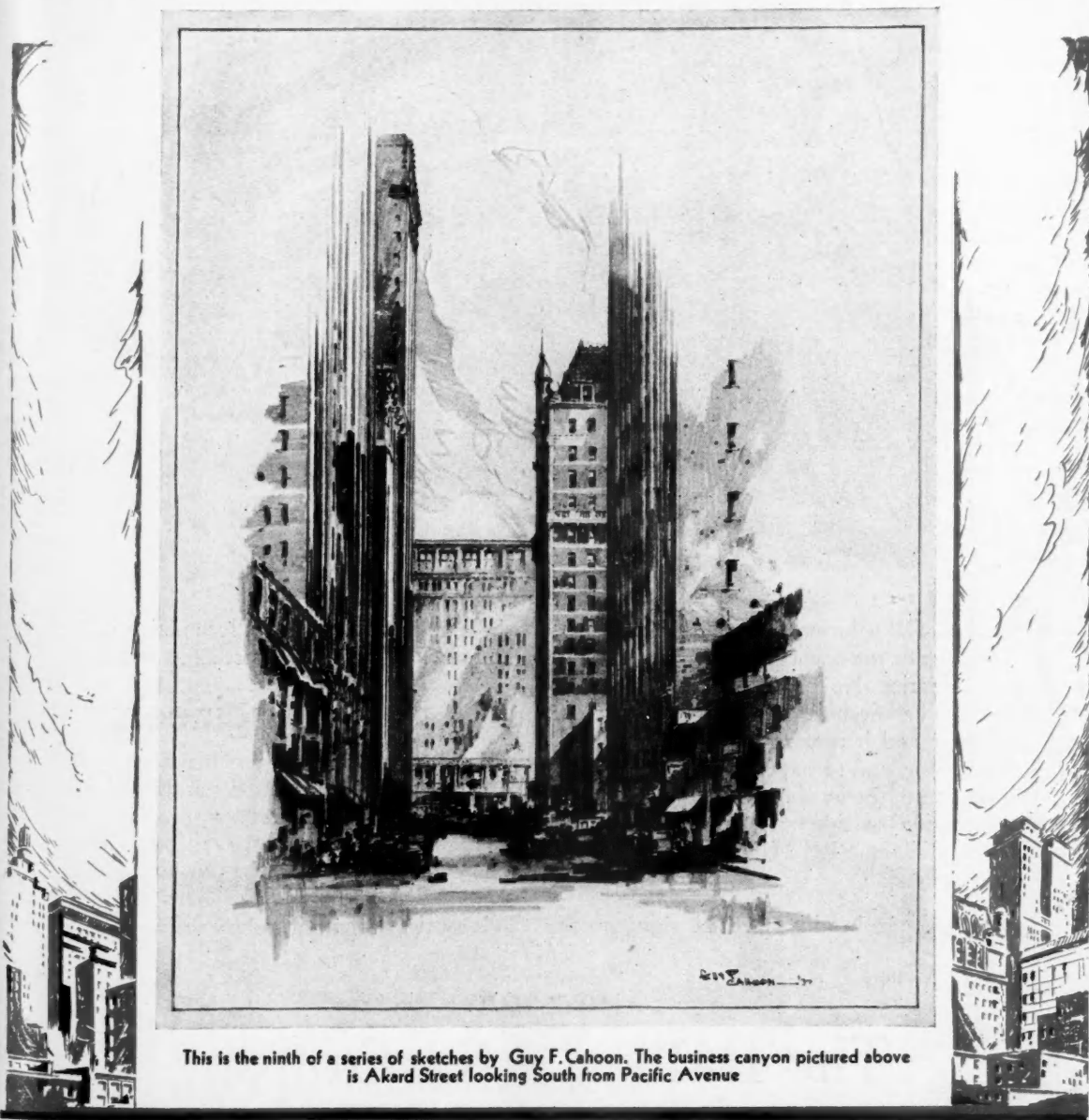
DALLAS

A MONTHLY MAGAZINE PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE

Volume 11, No. 12

DECEMBER, 1932

Price, 15 Cents



This is the ninth of a series of sketches by Guy F. Cahoon. The business canyon pictured above is Akard Street looking South from Pacific Avenue

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♦ Review of 1932 Business and a Basis for Contemplating 1933 ♦

Giant No. 808 Moves Out On Natural Gas



fIRING-UP a locomotive on a frosty morning is one of the new tasks for natural gas. No preliminaries. No "fogging up" the roundhouse. The "firebuilder" simply pulls a metal gas hose and burner through the cab to the firing door, and turns on the heat. When the steam is up, the hostler comes along and runs the engine outside and starts the fuel-oil burners in the PRE-HEATED firebox, for the road run.

This gas pre-heating method shortens the

whole business of getting a locomotive out on the road, and cuts down cost and trouble.

Ask Our Engineers

Is there some Cost-and-Trouble in your own plant that a new gas method could cut down? It was a gas engineer who figured out this roundhouse economy for the railroads. Won't you telephone our engineers to inspect your plant and look around for new efficiency? This service is complimentary.

The Dallas  Gas Company
LONE STAR
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A DIGEST OF FACTS

Concerning Manufacturing Opportunities, Investments, Farm, Fruit and Trucking Lands and Cultural Advantages of the Texas Towns and Counties Listed. Write the Address Given and Your Inquiry Will Receive Prompt Attention

Economists have declared that New England is eighty-five per cent developed and that the Southwest is only fifteen per cent developed. This fact, borne out by indisputable statistics, has definitely established the fact that here is to be the future growth of and expansion of American Business. The map below shows that fertile, progressive part of the Southwest where men have determined that nothing shall be left undone to keep their particular part of the region well in the forefront. The cities and towns described on this page are busy communities, equipped with patriotic, public-spirited leaders, all determined that their own townsmen and their townsmen's children shall share generously in the future glories of their territory.

CARROLLTON, population 800, paved square, all streets paved or graveled, affiliated high school, four churches, gas, lights, water, sewerage, three railroads, thirty business concerns, 8,000 bales cotton ginned in community, 250 acres sweet potatoes in one field, corn, wheat, oats, and cotton principal crops, dairy farming, cattle and hogs. Thousands of cars of gravel shipped annually, brick and pottery clay plentiful. Fifteen miles north of Dallas, the largest market in the South. For full information, address City Secretary, Carrollton, Texas.

CELINA, located forty miles north of Dallas on Highway No. 116 in the black land belt. The blackest and the whitest people. Soil prolific to the growing of corn, cotton, wheat, oats, Bermuda onions, barley and all kinds of truck and vegetables, poultry and stock raising. Healthful climate with mild winters.

Celina solicits manufacturing industries; has all necessary conveniences, highways, railroad and motor bus lines, natural gas, high-power electric service, Artesian water, affiliated high schools, six churches. Write Chamber of Commerce, Celina, Texas.

DENTON County; supreme in balanced farming; good farmers never fail here. Thirty-seven soil types—deep sand to rich black—a season and soil type for every crop. Thirty-six-inch annual rainfall; fruit, grapes, berries and truck abound here. Eight successful nurseries, big dairy center. Two large creameries and big cheese plant. Fine sheep, hog and cattle country. Plentiful supply of good Artesian water. Well advertised turkey and poultry center. Big city markets right at our door for all products. Near Dallas and Fort Worth, Texas, with good rail and highway connections. Denton county needs more farmers who can combine dairying, poul-

try, truck, fruit, live stock and farm crops into "balanced farming" a proven success here. Denton, the county seat, has a population of over 10,000 with two of Texas' largest State colleges with an annual enrollment of over 7,000 students. For further particulars, write the Chamber of Commerce, Denton, Texas.

FARMERS BRANCH, site of one of the pioneer settlements of this territory, is located on the "second bottoms" of the Trinity river. East of the town the land slopes up to the black-soiled prairie and to westward the slope is gently down to the river bottoms. The farming land in this part of the State is exceedingly rich and the community is thickly settled with industrious, high-type citizens. General farming is practiced here, as conditions are well suited to cotton growing and the raising of live stock. Diversified farming is practiced more and more each year. Write for further details to R. L. Rasberry, Farmers Branch, Texas.

FORNEY, just sixteen miles east of Dallas, in the richest black land belt of Texas, with natural gas, electric power and Artesian water, is an ideal place for small factories. Our chief crops are cotton, corn and that famous "Forney hay." Attractive proposition will be made to responsible party or firm looking for good location for textile or other factories. For further information, address Forney Lions Club, Forney, Texas.

FRISCO is near the county line between Dallas and Collin counties, in the heart of the famous black land belt. It is chiefly engaged in the production of cotton, grain and live stock, which are produced abundantly in this territory. Excellent Artesian water is available at a depth of about 750 feet. Geologists say that this is the same stratum and the same stream of water made so famous by the Oak Cliff independent water sys-

tem. This town is located in possibly the best small grain district of the State, the average acre yield of oats being around sixty bushels, and ninety bushels is not uncommon in good years. Write to S. T. Carpenter, City Secretary, Frisco, Texas.

GARLAND, Dallas county, twenty minutes from downtown Dallas, fifteen minutes from Southern Methodist university. Population about 1,600, served by two power companies, natural gas and good water. All conveniences. The advantages of the small town and the large city combined. Five excellent churches and a fine school system. In the heart of the black land belt. Served by two railroads and excellent bus and truck service with twenty-five cents round trip on busses to Dallas. Low tax rate. One of Texas' best cotton markets. "The City of Beautiful Homes." For details, write Garland Chamber of Commerce, Garland, Texas.

GRAND PRAIRIE, stands midway between Dallas and Fort Worth, on the most traveled highway in the State, keeping in step with both great cities, to profit from each and to add her part to the development of each. Located in an ideal industrial section, yet maintaining the beauty and comforts of a home city, Grand Prairie has much to offer the prospective investor. Many factories have already chosen Grand Prairie because of its favorable location. Railroad and transportation lines, two nearby airports and a fine transcontinental highway provide transportation. For details, write Mrs. Stella Rohde, Secretary, City of Grand Prairie, Grand Prairie, Texas.

GRAPEVINE, twenty miles northwest of Dallas, twenty miles northeast of Fort Worth. Concrete highways from Grapevine to both cities. All modern conveniences; various types of soil; highly diversified farming; many country estates under development. Fully accredited high school; desirable industrial sites; excellent Artesian water. Small factories wanted. Attractive residential sites; four outlets by concrete highways; highest altitude in Tarrant county; \$1.00 tax rate. For further information, write D. E. Box, Secretary, Grapevine Business Men's Club. Nineteen hundred thirty census, 936 population; estimated 1,100 now.

IRVING is situated in the fast-growing northwestern part of Dallas county, ten miles from Dallas, on paved road and twenty-five miles from Fort Worth.

Chief industries: Truck farming, dairying, nurseries and poultry raising. Soil: sandy loam, abundance of Artesian water, natural gas, electricity and sewerage.

Schools: Affiliated high school and grade school.

Transportation: Three railroads, Fort Worth to Houston, via Dallas, bus line, convenient schedules. Irving offers ideal homesites for industrial Dallas, located only ten minutes' drive from the recently completed industrial area of Dallas. Due to our excellent transportation facilities and abundant trackage space, we can offer unusually good factory sites. The entire community surrounding Irving is served by good all-weather roads, making access to Irving and Dallas available every day in the year. Climate mild and healthful. Small tracts of land available for ideal country homes and estates. For detailed information, write Irving Chamber of Commerce, Irving N. W. Dallas County Civic Association, Irving, Texas.

LEWISVILLE, located in southeast corner of Denton county, twenty-three miles north of Dallas; thirty-two miles northeast of Fort Worth, on paved highways to both cities, on M.-K.-T. Railway; just three miles from Lake Dallas.

Surrounded by varied soils, ranging from heavy sandy to black waxy. Adapted to fruit, truck, nuts, dairying, poultry and live stock, as well as cotton, corn and small grains. Feasible irrigation district.

We solicit inquiries concerning locations for factories and industrial plants. Have desirable location, local labor available, low tax rates.

For further information, address Chamber of Commerce, Lewisville, Texas.

RICHARDSON, eight miles from Dallas city limits, brick paved highway through city, highest quality Artesian water from poluxy sands, standard piping over entire city with automatic prescribed pressure. Municipal-owned sewerage system, paved or graveled streets, telephone system, efficient local and long distance service; Southern Pacific railroad, Texas Traction Co. lines; surrounded by most productive black land with every road paved or graveled; five churches with working membership, affiliated 14-room high school; progressive city government not burdened with local taxes. Address City of Richardson, Richardson, Texas.

MESQUITE, fifteen minutes from Dallas, home of the Mesquite Fair, is a progressive city. Essentially an agricultural community and favored with black fertile soil, Mesquite has found it possible, through the production of cotton, feedstuffs and live stock, to weather economic storms. The gently rolling farms, well terraced where that is needed, are adequately drained but never washed. Mesquite merchants are well supported

by their community and in return are co-operating intelligently with the farmers, a mutual arrangement that has done much to distinguish the community. For further details, write Mesquite Chamber of Commerce, Mesquite, Texas.

PALMER is a friendly city, peopled with the finest stock of American citizens. From the material standpoint it must be remembered Palmer is surrounded by fertile farms, operated by men who understand the science of agriculture. Its business houses flourish even in times of economic upheaval and during the last few weeks the transportation facilities have been augmented by the completion of concrete paving that connects the town with the Gulf and with the cities to the North. Palmer is noted as one of the most prosperous towns in Texas. For further information, write City of Palmer, Palmer, Texas.

PLANO, a city of 2,000, is located in South Collin county—eighteen miles north of Dallas. Wealthiest city of its size and the center of the richest farming section in Texas. Lateral roads leading in every direction from city are piked.

Plano is located on U. S. Highway No. 75 from Winnipeg, Canada, to Galveston; is served by the Southern Pacific, north and south, and Cotton Belt, east and west, and hourly service on Texas Electric Railway from Dallas to Denison. Population of trade territory, 7,000; chief occupations: farming, raising and feed-

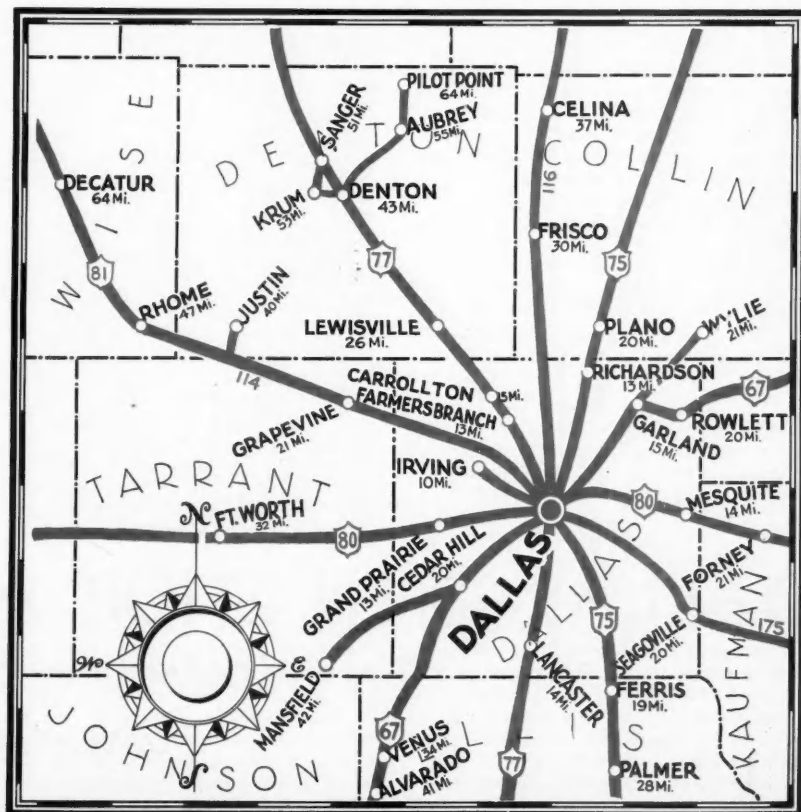
ing live stock, dairying and poultry raising. Plano has thirty-four stores, bank, newspaper, ice plant, three cotton gins, large grain elevator, four garages, twelve filling stations. Plano is the center of the black land belt of Texas, is a beautiful residential city, and an ideal location for small factories. Address Joe Bradshaw, secretary, Chamber of Commerce, Plano, Texas.

RHOME is northwest of Dallas in the edge of Wise county, just on the outskirts of the great ranch country. The territory is of a rolling to a hilly type, with most of the farm land of a mixed chocolate loam, ranging to a light gravelly class. The chief products are live stock as the land produces excellent pasture and feed crops.

Connected with both Fort Worth and Dallas by fine hard-surfaced highways, the community stands in a most favorable location for future development. Write for further details to L. Wayne Renshaw, care Rhome Milling Co., Rhome, Texas.

ROWLETT is in the heart of the famous black land cotton belt, northeast of Dallas, and is noted for its high production of good quality long staple cotton. The soil is also well suited to grain and live stock production. In recent years many farmers have discovered that summer Bermuda onions of very high quality can be produced. Write J. H. Buhler, Rowlett, Texas.

(Continued on Page 28)



Why public opinion favors the OPEN SHOP

The very foundation of all lines of commerce, business and industry rests upon sound industrial relations. The maintenance of peaceful conditions in industry, agreeable relationships between employer and employee are vital to all lines of business, and are of equal importance to employer, employee and the general public.

The coöperation which Dallas citizens have given to the officers and directors of the Dallas Open Shop Association has made possible the service of this organization to Dallas. It has caused Dallas to be recognized throughout the nation as one of the outstanding examples of the success of the Open Shop plan of employment and has served and is serving as one of the major factors in the rapid development of Dallas as the center of business and industry in the Southwest.



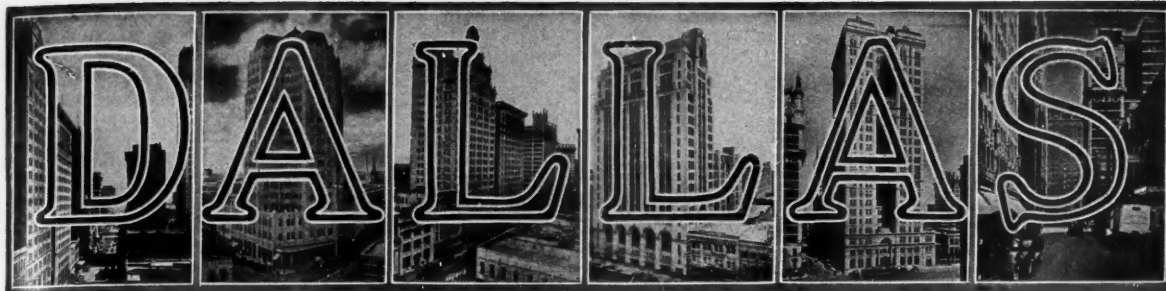
The directors of the Dallas Open Shop Association desire to express to Dallas citizens, whose financial support has made this work possible, sincere appreciation for the support given and, at the same time, urge other Dallas citizens to join us in this most important work. Maintaining the Open Shop is business insurance just as important as any other type of insurance; it is a sound business investment.



DALLAS OPEN SHOP ASSOCIATION

DALLAS CHAMBER OF COMMERCE BUILDING

DALLAS, TEXAS



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Volume 11

DECEMBER, 1932

Number 12

Looking Backward and Ahead

President Arthur L. Kramer
Presents His Report for 1932

I PRESENT herewith my third annual report as president of your Chamber, covering the year 1932. Following my usual custom, I purposely omit statistical and detailed information, which could only be a repetition of matter covered by the various departmental reports. I shall make brief reference, however, to certain developments during the year which have had or may have significant influence upon our progress and indicate certain things which are highly necessary to a continuation of our growth.

Dallas as the Nation's Oil Center

Reference was made in my last report to a growing recognition of Dallas as the center of the oil industry of the nation. This recognition was quickened by the removal to Dallas from Pittsburgh of the Oil Well Supply Co., and was further strengthened by the removal to Dallas from Tulsa of The Petroleum Engineer, one of the leading publications in the oil industry. Many other concerns, both large and small, identified with this leading industry, have found it advantageous to move to Dallas, and at the present time certain negotiations are nearing completion which will result in further important additions.

I wish again to emphasize the tremendous value to Dallas which lies in the steady development of the great potential wealth inherent in this natural industry, and to bespeak for its perpetuation and successful operation the intelligent and sympathetic co-operation of our entire community.

Dallas as a Railroad Center

Of prime importance to our community, have been certain developments which have transpired within the year among the railroads which serve Dallas



Arthur L. Kramer

and the Dallas territory. Early in the year, long-pending negotiations were brought to a successful termination by the extension from Greenville to Dallas of the Louisiana, Arkansas and Texas railroad, thereby creating additional transportation facilities toward the East, and rendering more accessible a fertile trade territory. Regular offices of this railroad are now maintained in Dallas.

Another event of significance is the recent establishment in Dallas of presidential offices for the chairman of the board and president of the Missouri, Kansas & Texas Railroad Co., and the establishment in Dallas of a residence by that very genial officer.

Too much can not be said of the importance to a city of its railroad transportation facilities. The plight of the railroads in the present economic crisis challenges the most thoughtful consideration of intelligent citizenship, and the Dallas Chamber of Commerce has, during the year, welcomed every opportunity of rendering service to the railroads of the country which might be helpful in the solution of their problems, and shall welcome such opportunities in the future.

Relief Work

Even before the beginning of this year it became evident to the board of directors that the demands for relief during the year, and particularly during the winter season, would exceed the capacity of the organized agencies. Accordingly, the Chamber set up a committee for emergency relief, headed by L. B. Denning as general chairman, in co-operation with R. L. Thornton as financial chairman, and a group of most intelligent and interested committee men and women chosen from various groups in the city. I can not fail to pay tribute to the remarkable work accomplished by this committee. The details of its operation have already been published, but few realize, I am sure, the tremendous labor involved in the undertaking and

the most marvelous results which were accomplished, and the gratitude of this organization, as representative of the entire citizenship, can not be too often expressed.

Economy in Government

The Chamber has also during the year addressed itself most vigorously to a reduction in governmental expenditures, national, State and local. Much of benefit has been accomplished, not entirely by chambers of commerce, but by an insistent public demand. However, the Dallas Chamber of Commerce was able, through a special committee headed by C. A. Jay, to render a most valuable and concrete service to our county government in assisting its officers to prepare and balance its budget, which has already resulted in a savings to county taxpayers of more than \$300,000 for the coming year, and which might well result in large additional savings of money, and in a reorganization of the county offices into more efficient and co-operative units. I welcome this opportunity to express to Mr. Jay and his committee the appreciation of our citizenship for their very valuable contribution in its service.

Cultivation of Trade Territory

Ever mindful of the fact that the prosperity of Dallas is dependent upon the prosperity of her trade territory, this feature of the Chamber's activity has been especially stressed during the year. The usual trade excursions have

been supplemented by intensive individual effort to strengthen the good will already existing in our vast trade territory. Through our general manager, contact was established with the newspapers circulating in that territory, which has resulted in much free advertising of Dallas and many friendly references to her advantages as a trade center. The work of Henry Stanley, whose time is devoted exclusively to the encouraging of friendly relations and the strengthening of good will in the trade territory by personal contact and community service has been of unusually great value.

Conclusion

In retiring as president of the Dallas Chamber of Commerce, it is not amiss for me to say that despite the unusually fine organization that constitutes the management and staff of the Chamber of Commerce, and despite the splendid results which have been achieved in the past, that much greater opportunity awaits its future efforts than has ever obtained in the past.

We are unquestionably passing through a period of reconstruction which will result in many changes in our commercial and industrial life. To meet these changed conditions, and to retain for Dallas her position of dominant leadership, will require the utmost of intelligent effort. The scope of influence of the Dallas Chamber of Commerce has been too limited. This limitation has

not been the result of indifference or shortsightedness, or of want of desire to render every service of value to the community, but has resulted wholly from a too limited membership and a lack of sufficient funds to adequately render its maximum service.

Recognizing this limitation, the board of directors has authorized a campaign which will shortly be undertaken for an increase both in membership and in income. This campaign addresses itself to the intelligence and patriotism of every firm and individual whose business success is coupled with the prosperity of Dallas. No property owner, no firm, individual or corporation, who is engaged in business in the City of Dallas, has a legitimate excuse for not being a member of the Dallas Chamber of Commerce, and I hope that when this campaign shall be finished that the Chamber will find itself, both from strength of membership and wealth of income, in position to assume the responsibility for all those activities which are essential to the leadership of Dallas.

In conclusion, may I be permitted to express my gratitude and appreciation to the entire staff of the Chamber, its board of directors and individual members, who have during my incumbency of office shown a most gracious willingness to undertake the performance of service to which they have been assigned and to render upon every occasion their wholehearted and sympathetic support.

Financial and Membership Report for 1932

The operation of the Chamber for the year 1932 will compare very favorably with the preceding year, in spite of conditions during the year just closing.

At the beginning of the current year we carried over from previous years a deficit which was caused principally by the expense of an addition of one floor to the building in the fall of 1929, the expense of dismantling a government hangar at Little Rock, Arkansas, the removal of it to Hensley Field and the reerection of it at that point—this being done the latter part of 1930.

Our revenues for the current year will probably show a small decrease as compared to the preceding year. Regardless of this fact, we have kept our departmental expenses within the budget set up at the beginning of the present year, which was based on an anticipated decrease in revenue—although we will probably decrease, to a small extent, the deficit carried over from previous years.

The books and accounts of the Chamber of Commerce are audited semi-annually by one of the member accountant firms.

In addition to the handling of the Chamber's funds, we have also handled the special funds for Industrial Dallas,

Inc., Dallas Wholesale Merchants Association, Dallas Retail Merchants Association, Dallas Insurance Agents Association and other affiliated organizations.

The field representatives of the membership department made 7,206 calls on prospective members, members resigning and new firms, and in spite of existing conditions have secured 203 new members and four new budget subscribers, which, of course, partially offset our decrease in revenue. We will show at the end of the year about 92 per cent of dues and subscriptions assessed, collected.

We have handled reservations and assisted at various dinners and luncheons given by the Chamber of Commerce and others with whom we co-operated.

During the past year, there were 591 meetings of committees, etc., held in the Chamber of Commerce building, from which it is evident that the membership is making free use of our meeting rooms.

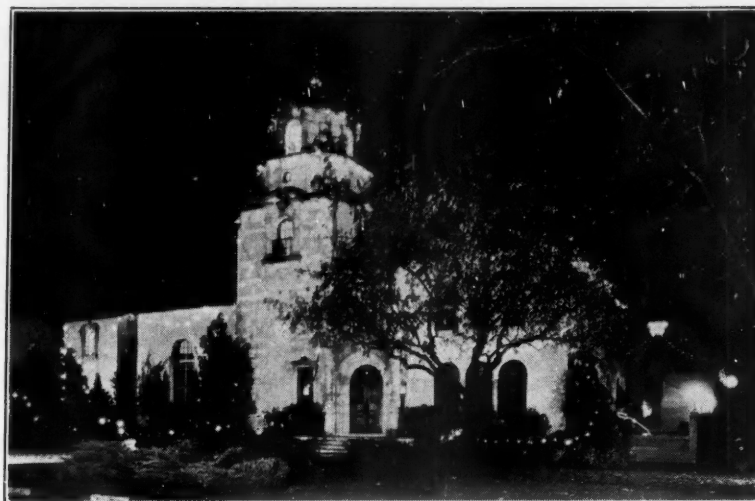
We multigraphed and mimeographed 431,134 letters, forms, cards, notices, etc., dispatched 221,791 pieces of mail matter and handled 101,422 pieces of incoming mail. These figures will show that our activities were greater during the past year than the year previous.

The P. B. X. board handled a total of 125,641 inbound and outbound calls, a very material increase over the calls handled the preceding year.

We made purchases of supplies and equipment from 231 member firms and others in line with our practice to usually distribute our purchases among our member firms as far as possible, based on their subscriptions to the Chamber.

The department assisted in the details of luncheons, banquets and other meetings sponsored by the Dallas Chamber of Commerce and other organizations on requests. It also assisted in the handling of special funds raised for specific purposes; worked with the finance and provisions committee of the Citizens' Emergency Relief Committee; prepared information and data for use in the coming membership campaign, and compiled special reports for information of the officers, directors and executive staff of the Chamber of Commerce.

Several improvements in keeping records, mailing and in other divisions of the department were made during the year, for the sake of efficiency and economy.



Highland Park Town Hall at Christmas

Light Up.....Cheer Up!

Soft Glowing Lamps Drive Away
Gloom at Christmas Time

TWENTY centuries ago the Star of Bethlehem guided the wise men across the desert to a new hope—a new life. Today, fittingly, the symbol of Christmas is light, soft-colored, cheerful, guiding our thoughts to happier, gayer, more tender things.

Dallas has long been known for the spirit of hospitality and good cheer shown by its citizenship at Christmas time and in recent years our city has won favorable publicity throughout the nation by its manifestation of the holiday spirit through beautiful decoration and electric lighting of our homes and the business section of the city. Again this year, as the holiday season approaches, decorations and lights will appear all over the city, so universal has the custom become here.

Merchants who have decorated with Christmas lights in previous years have come to realize the favorable effect which such efforts have on passersby, not only in cheering them, but in attracting them toward the windows and into the store to buy. Business men have been quick to take advantage of this means of making their quarters more attractive to the public and are co-operating in the decoration of the downtown streets with varicolored Christmas lights. Several stores and office buildings are using floodlights and elaborate plans of lighting their individual buildings.

Following the example of the downtown business district, and at the same time co-operating with the surrounding residential sections, several of the neighborhood shopping centers will decorate with Christmas lights this year. Making their group a more attractive place in which to shop, as well as intensifying and spreading the cheer which the season should bring, these miniature villages are doing themselves and the city a favor in beautifying.

Electric lights have become the chief medium for decorating, not only because of their convenience, but because they are safe and remove the serious fire hazard always present when candles are burned. With Christmas trees, tinsel and all the trappings of Christmas, the open flame of a candle presents a danger which no one can afford to sanction. Especially in the excitement of the holiday, with children taking an active part in the celebration, it is urged that every precaution be taken to obviate danger from fire.

It is of course necessary to use weatherproof equipment out of doors, as the indoor type will be ruined by rain or snow. These strings of light which may be purchased in the Dallas shops may be used indoors also, however, and are convenient for decoration at any season of the year.

Retail merchants who are decorating their places of business are also urging

each employee to brighten his home with at least one Christmas light. From the simple plan of placing one electric candle in a window, to the elaborate designs and patterns in which many pretentious homes will be illuminated, Dallas residents are enthusiastically planning to make their homes more beautiful for the season, as well as spread cheer and happiness. Contagious, indeed, is the spirit of friendliness and good will manifested by lights twinkling throughout the city.

Lighting of trees throughout the residential district has done much in the past years to make the entire city a scene of hospitality and cheer. A drive through the residential sections of Highland Park, Oak Cliff, or practically anywhere in Dallas, will reveal original and attractive decoration schemes. Individual homes will be decorated, not only with lights in the windows, but in many cases with the whole house outlined in lights of varied colors, festoons of lights in the trees and shrubbery, and floodlights trained on the house.

Expression of the owner's hospitality and welcome in the home and grounds is effectively achieved by such lighting schemes. Strings of electric lights, entwined with laurel or pine, and festooned over windows and doorways, or under the eaves of the house, make an attractive decoration which is adaptable to any

(Continued on Page 23)

INDUSTRIAL

New Concerns:

During the first eleven months of 1932, a total of 886 new businesses were established in Dallas. As a comparison with previous years the following table is given:

Year	New Concerns
1928	704
1929	802
1930	778
1931	1,039
1932	886

In making a comparison of 1932 with previous years, it should be kept in mind that the 1932 figures are for eleven months only, with December figures yet to be added to the total.

The 886 new businesses established in Dallas during 1932, are classified as follows: Wholesale, 176; retail, 303; manufacturing, 92; oil-producing and oil field equipment, 100; miscellaneous, 215.

Of the above concerns, 147 were branches of sectional or national concerns, establishing here such facilities as sales offices, distributing branches, branch factories or public warehouse stocks.

Oil Development:

Perhaps the outstanding development of the year was the growth of Dallas as an oil center. As shown above, 100 oil-producing and supply companies located in Dallas during the year, and in addition, many independent operators moved to Dallas, established their families here and are using Dallas as a base of operation.

The growth of Dallas as an oil center has none of the elements of boom development. While East Texas was largely responsible for directing the attention of the oil industry to Dallas, its central location with respect to all producing fields in the Southwest has been its chief attraction in bringing many new companies here. More than sixty-five per cent of the oil produced in the United States comes from fields accessible from Dallas by overnight travel. Authorities agree that development operations in the future will center largely in the Southwest, and particularly in Texas. No matter where the next discovery may be made, in Texas, Oklahoma, Arkansas or Louisiana, it will be easily accessible from Dallas. Dallas, therefore, is regarded as desirable from the standpoint of both convenience and permanence, so that companies locating here are likely to remain as permanent additions to the commercial life of the city.

National Concerns:

While national concerns throughout the country have been curtailing and closing branches during the last two years, Dallas has lost relatively few of its branches, and in practically every case their closing is temporary and they will be reopened just as soon as business conditions are more favorable. During the eleven months 147 new branches were established, far outnumbering those closed during the year.

(Continued on Page 22)

TRADE EXTENSION

Through the medium of the Southwestern Merchants Institute we have been able to reach thousands of merchants and their sales people. In giving them the service of the Institute free of cost we at once place them under obligation to us.

The Institute affords a splendid opportunity to meet the customer or prospective customer of the Dallas market on our own field. It is also the key that opens many interesting personal interviews that take place later in the private office or on the sales floor of the local store.

The material in the course of Institute lectures is, of course, constantly changing, but in the main covers briefly the subjects of merchandising, salesmanship, advertising and display.

We book two Institutes each week, one of two and three days each. Saturday is usually such a busy day that few merchants are able to get away from their stores to attend a course of lectures. Many important contacts have been made in the stores on Saturday, however.

We have conducted Institutes in the following cities: Commerce, Huntsville, Olney, Eastland, Pecos, Brownsville, McAllen, Edinburg, Big Spring, Denton, Monroe, La., Paris, Graham, Breckenridge, San Angelo, El Paso, Weslaco, Mission, Mercedes, Oak Cliff, Dallas, Lake Charles, La., Marlin, Del Rio, Alamogordo, N. M., Carlsbad, N. M., Bryan, San Marcos, San Antonio, New Braunfels, Lubbock, Plainview, Canyon, Amarillo, Memphis, Tenn., (NACOS Convention), Durant, Okla., Bonham, Mt. Pleasant, Kilgore, Austin, LaGrange, Brady.

We have had the pleasure of appearing on several important convention programs throughout the Southwest at which time we were able to make contacts that we feel have been helpful to Dallas and the Dallas wholesale market. A partial list of the conventions on whose programs we appeared follows:

NACOS Convention, Memphis, Tenn.
Texas-Louisiana Jewelers Convention, Dallas.
Texas Retail Dry Goods Convention, Dallas (two addresses).
Texas Retail Grocers Convention, Ft. Worth (three addresses).
Texas Commercial Executive Association, Mineral Wells.
Texas Retail Merchants Association, Mineral Wells.
East Texas Chamber of Commerce, Lufkin.
Southwest Sales Managers Conference, Dallas.
Central Texas Bakers Association, Waco.
Tenth District Advertising Clubs of America, Austin.

The Civic Luncheon Club has also afforded us an opportunity to meet hundreds of business and professional men from all walks of life, and bring them the message of Dallas, the City of the Hour. We do not have a complete record of all civic and commercial clubs who have graciously heard our message. Fifty would no doubt be a modest estimate.

During the hot summer months when it is almost impossible to get an audience of business men and women to attend an institute, we have devoted our time to promoting and directing city-wide summer clearance sales.

(Continued on Page 22)

JUNIOR CHAMBER

During 1932, an election year, the Junior Chamber spent much effort in educating its members and other citizens of Dallas on the importance of taking more interest in city, State and national government. A civic and political educational committee headed by John D. Jacobson was formed early in the year to help make Dallas citizens more government-minded.

Each week during the year this committee gave out facts about the city manager form of government in the Junior Chamber weekly publication. On October 4, the committee started a series of weekly seminars in the Civic Federation Building presenting to those attending speakers well versed in city government. Among the speakers so far were John N. Edy, Dallas city manager; Dr. H. H. Guice, S. M. U.; Hugh S. Grady, city attorney, and Dean C. S. Potts, S. M. U. These seminars are attracting nation-wide attention, and the Dallas Daily Times Herald and Dallas Dispatch

(Continued on Page 28)

NTAL REPORTS »

RETAIL

Activities of the Dallas Retail Merchants Association have been under the direction of Eli Sanger, serving his second term as president, and a board of directors of twenty-one, representing all major lines. All retail members of the Chamber of Commerce are automatically members of the Retail Merchants Association without any additional dues. In addition to taking a most active part in affairs of interest to the city as a whole, the Association has handled many matters of chief importance to the Dallas retail market, which ranks in size and completeness with those of a large number of cities of greater population.

A strong division of the Association continued its successful work in lessening the returned goods practice. A "Downtown Day," "Straw Hat Day," "National Cotton Week," and other events have been conducted under the direction of special groups or committees. Clifton Linz was chairman of the committee in charge of the seventh annual Christmas parade to stimulate holiday spirit and promote earlier holiday buying, and other committees had charge of special holiday decorations and lights for the downtown district in advance of and during the Christmas season. President Sanger also handled arrangements for decorating the downtown streets with flags during the State Fair.

The opening of the splendid new Northwest highway was celebrated by a good will trip to Decatur, Gainesville, Denton and other points on September 20, with James K. Wilson as chairman and many retailers were included in the large bus caravan. W. A. Green was chairman of the committee in charge of summer and holiday closing agreements. Action on several legislative matters affecting retailers was taken by a committee of which Harold Volk is chairman. Herman Philipson is chairman of a committee looking to improving the appearance of the downtown district and several measures, particularly with reference to signs and canopies, have had attention. Homer Groves was chairman of the committee to co-operate on paint-up and clean-up campaigns and the Association gave financial support to the movement.

E. P. Simmons is chairman of a committee to keep all possible retail trade in proper retail channels. The retailers are participating in a series of outdoor signs advertising Dallas as a business and amusement center, these stationed so as to attract the attention especially of transcontinental tourists. Meetings of the

board of directors have been held monthly and several special meetings have been called when the welfare of the retailers made this seem necessary. The annual meeting of the Association was held last February with the Rev. Max Strang as the principal speaker. Close co-operation has been given by the Association to the Better Business Bureau, Merchants Retail Credit Association, Stores Mutual Protective Association and other groups.

AVIATION

On February 1, the aviation committee of the Dallas Chamber of Commerce assisted in the celebration of the new \$75,000 steel and brick hangar of the National Air Transport Division of the United Air Lines at Love Field.

One of the greatest improvements of the year, sponsored by the committee, was the installation of the new floodlight system at Love Field. This new system is one of the best floodlighting systems.

The department aided materially in the inauguration of the Dallas to Los Angeles "Dusk-to-Dawn" air mail and passenger service of the American Airways.

On April 1, assisted in the ceremony when the United Air Lines inaugurated their night passenger service from Dallas to Chicago.

Worked with city to complete underground drainage system and acquired additional land for Love Field.

All hazards have been protected with hazard lights in addition to this very latest system of floodlights and traffic system.

The aviation committee has entertained numerous distinguished guests during the past year and also sent a group of 16 planes flying in formation to Garland, Texas, to meet Garner's train and escort it into Dallas.

Beginning with the month of October, the aviation committee has been conducting a fifteen minute radio program on aviation each Friday night to encourage interest in aviation in the way of passenger service and air mail. This is also bringing much interest and advertising to Dallas.

On October 13, during the State Fair, the aviation committee sponsored the second meeting of the Southwestern Aviation Conference which was held in Dallas on that date. More than 150 aviation enthusiasts attended and the meeting was quite a success. As a result, the official title of this group is known as "The Texas Aviation Conference," and will meet at least once annually.

The aviation committee was also instrumental in the success of the South-

western Aviation Exhibit in conjunction with the State Fair of Texas this year. This exhibit had visitors at all times and a checkup showed that there were 780 people per hour passing through the platform built to view the huge tri-motor Ford plane of the American Airways.

Hensley Field

Hensley Field, which is owned by the City of Dallas, but which is leased to the Government for reserve officers training, gives to Dallas the only exclusive reserve officers training field in the world. It has 232 acres on which there is an administration building, a large hangar, officers' quarters, and barracks for enlisted men. Plans are now being made for six additional houses to be erected on the field for homes for these officers. This field has an improved lighting system and is rated as one of the best army airports in the United States. Hensley Field has had an exceptionally good season with its reserve officers training school this year.

The manager of the department serves also as manager of the manufacturers department, answering numerous inquiries regarding Dallas-made products by both phone and letter.

At the present time, the department is co-operating with the Dallas Journal in running an article on some Dallas manufacturer. This brings before Dallas citizens as well as elsewhere the products made in Dallas and the manufacturers are delighted to get this kind of publicity. These programs are conducted three times per week.

WHOLESALE

The year of 1932 offered many puzzling problems of distribution for the wholesalers of this market. The spring season was very unsatisfactory, both from a standpoint of customers served and of volume. The fall season was one of the best the market has had since 1929. This was occasioned by the coincidence of rising commodity prices with the opening date of the fall season. Although the season was highly satisfactory from a standpoint of volume, it has been very unsatisfactory from a net profit angle. The individual bills bought have been so much smaller and the corresponding increase in overhead so great that it has been a real problem to pull any net profit.

The Wholesale Merchants Association dedicated itself to an aggressive Trade Promotion and Market Development Program this year and the execution of this program has been a decided factor in retaining the old business of the market



Dallas

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E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MANAGER

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ADVERTISING RATES ON APPLICATION

and in bringing new customers to the market. Promotional activities have not been curtailed as have been done in other organizations, but it has been increased by a definite linking up with the trade extension division program.

The advertising program of the market included 32 pages of trade publications space and 11,878 lines of newspaper advertisements. There were distributed to 15,000 merchants over the trade territory a total of 200,000 pieces of direct-by-mail literature. Most of these 200,000 pieces were attractive broadsides. The trade publications included mediums that go to customers that handle all types of merchandise represented by membership in this Association. In addition to the forms of advertising, six radio programs and six spot announcements were presented over station WFAA.

To improve sales technique and distribution, a sales managers club was organized. This club in its five months of operation has proved its worth and comprises 125 members from every classification of leading industries in the market.

This department was active in group organization during the past year. Problems were discussed by groups and much good has come to the industries represented in these divisions.

This department assisted with two conventions this year, the shoe convention—which in itself is five days of additional market season—and the second southwestern sales managers conference.

The 31st annual good will tour was under the capable leadership of J. Durrell Padgett. The trip consumed three days and sixty Dallas business men carried the message of Dallas to thirty cities. Included in this trip was an 18-hour stopover at the West Texas Chamber of Commerce convention. This department also handled a good will trip to Oklahoma City and assisted with the details of the annual trip to the East Texas Chamber of Commerce convention.

The railroad returns of 1932 show an increase over 1931. The most attractive railroad rates in the history of Dallas were obtained by the Association for the fall season.

A return goods campaign for the wholesalers was conducted.

Assistance was given the made-in-Dallas exhibit sponsored by the Federation of Women's Clubs. Active co-operation was rendered to the State Fair of Texas in its Texas manufacturing exhibit. For twelve consecutive nights, style shows were produced at the Fair for the first time in its history.

During the spring and fall seasons, six presentations of the Southwestern style show were presented. The spring show was at the State Fair auditorium and played to a total of 13,000 people. The fall style shows were presented on the Baker hotel roof and were restricted to merchants only. These three shows played to over 4,500 buyers. Both the spring and fall style shows were pronounced successful.



Ahoy!

—It's been a tough voyage this '32 (you're tellin' me!) but '33 is bound to be better.

—Before starting I want to wish every one a Merry Christmas and inquire in the same breath—

—Have you decided about your advertising for the new year?

—How it's going to look—and who is going to see to it that it looks the best possible?

—That's where you may need my help. For the designs, drawings or layouts I'll make for you will fit your particular needs, and not be boiler-plate stuff.

—Have a prosperous New Year by advertising that looks right.

Come to see me
... or phone



HUGH CARGO
1816 ALLEN BUILDING
D A L L A S

The Association had a complete tie-in with the operations of the trade extension division. Each man contacted by the director of this division was followed up and the names were added to the mailing list of the Association. The Association handled all the advance publicity for the director and assisted with his bookings. It paid for and distributed over 6,000 publications which were offered as dealer helps to the customers of the market. The publications were distributed carefully. Only one set of four publications was sent to each store's request.

The manager helped with the formation of the Golden Harvest Festival plan and visited, with the director of the trade extension division, cities in Texas, Louisiana and New Mexico.

A Dallas Merchants Institute was presented to Dallas in January, 1932. From a psychological standpoint this was a productive stroke for the market.

During the year the Association held quarterly membership meetings. All of these meetings were enthusiastic and well attended. The wholesale division of the Community Chest campaign was planned and carried to a successful conclusion.

The follow-through on trade extension has made many friends and customers for the market. The organization paid for and distributed a series of thirteen very effective advertising mats to individual retailers and retail associations who wanted to improve their advertising, thereby increasing sales. A very definite program on this feature is being planned for the year 1933.

The finances of the wholesale department have been held in line with 1931. There will be an excess of income over expenses for the year.

The president of the Wholesale Association, George A. Coffey, together with its other officers and directors and committeemen have given a great deal of time and energy in planning the annual activities.

The varied activities have certainly held the Dallas market up during this trying year because it has suffered less from loss in sales than any other major market in the country. This is a matter of record.

What about 1933? This department of the Chamber will offer assistance to wholesale and manufacturing distribution problems by a virile and well-directed program of activities.



"I wish our bank could get on its feet well enough to stop sending back our checks marked 'No Funds,'" said the bride to her husband.

HARRY BENNETT
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Neither have we. Repenting at leisure is a pretty pastime, but it's a nonsensical one—and we haven't any pastimes in our business.

"Trying out" a new printer may be termed a risk, but to "trust in all" to an old one—be he progressive—carries few hazards. If experience based on thirty-three years of printing and publishing means anything, and it *does*, then to place an order as a "feeler" for printing contact with this company may safely be termed a profitable investment for all your printing needs.

Since you are practicing all the common-sense economies and are therefore seeking the most return from the money you spend for printing, dial our number for a "feeler"—we'll do our best to spare you regrets—"at leisure" or otherwise.

TELEPHONE

7-1259

for an estimate on your work, be it blotters, office forms, booklets, broadsides or publications. We shall be glad to have you question us about any of your printing needs.

Ginner & Miller Publishing Co.

RICHARD HAUGHTON, *President*

W. G. OLIVER, *Sec'y-Treas.*

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DALLAS, TEXAS

PRINTERS AND PUBLISHERS

• EDITORIALS •

Greetings

Christmas time will soon be here again and we are sure that you, like ourselves, feel responsive to the sentiments of the Christmas season and it is well to respond to the beautiful philosophy of the holidays—and thus will our better impulses bring a tranquil peace into our lives and also a deep feeling of thankfulness for the many blessings and pleasant associations of the year now passing out.

It is good to step beyond the circle of our own affairs and take an interest in the lives of our fellow-man, extending to him a helping hand and kindly word as he travels along the short and difficult road of life. Thus it is that our faith in mankind is established, for after all the relationship is one of mutual dependence, and in extending our meager but sincere help to others, we know that the mantle of charity will be spread over the errors we have made.

It is the desire of all of us to so conduct our lives and businesses that as the years go by we can feel that we have accomplished a worthwhile work and that we have helped to give a finer dignity to the trade which we follow.

So we heartily join in the sentiments of this Christmas time, and wish you and yours a bright and happy Christmas and hope the New Year will be filled with days of health and prosperity.

J. BEN CRITZ.



In Review

Since we are nearing the end of the year, this department of the Magazine has been doing a little reminiscing and desires to list below a few paragraphs of editorials, which now seem to have been well taken:

December, 1931—"We also know that our antiquated and obsolete antitrust and corporation laws are a great handicap to the State's industrial development."

March, 1932—"Today is a new order of things in the industrial world and decentralization and expansion are gradually taking place. The next few years will see a tremendous industrial expansion in the great State of Texas."

March, 1932—"Our natural unreplaceable resources such as oil and gas must be protected regardless of the manner, and a fair and properly regulated proration seems to be the most equitable

way. Our oil and gas must be marketed in such manner that they will do the most good to our State and nation."

April, 1932—"Many a man has been whipped and discouraged because of idle slander. Many a woman has lost her chance in life because of some hateful scandal-monger. Many a business has been ruined because of some careless gossip. Cowardice is exemplified in its worst form by the slanderer, scandal-monger and gossip. God pity them."

May, 1932—"Has the value of human life depreciated? It seems that human life has declined more than our worldly goods. This is one of the most serious things facing us today. Life is a sacred thing and we can not shirk its responsibilities and disregard its fundamental laws of right and wrong without ultimately being severely punished."

June, 1932—"The government must go back to its proper sphere, get out of business and quit competing with its own taxpayers. Then it will be able to eliminate a tremendous number of unnecessary and expensive boards and bureaus."

August, 1932—"Before we can return to a state of normal employment and prosperity, it will be necessary to get our export business back by a drastic reduction of our tariff and an adjustment of our war debts if not ultimate cancellation of them."

August, 1932—"We can not continue to raise taxes; we must reduce the cost of government."

September, 1932—"We believe a careful analysis will prove that we have already experienced a sound improvement in business and that we are definitely on our way back to better times. We are 'rounding the corner'."

There are one or two others that were printed elsewhere and the views expressed seem to be becoming universal. Anyway, we are willing to stand on the above and "are of the same opinion still."



Let's Play Ball

In our many contacts with public officials, city, county, State and national, we have found them to be more than glad to receive helpful, constructive suggestions, and willing to co-operate with their constituents for the betterment of the territory they represent. Like everyone else, however, they resent idle, often unjustified criticism. Obviously, then, in the two years that are ahead much more can be accomplished, economically as well as politically and socially, by working closely and sympathetically with our public officials.

100,000 DALLAS WOMEN are SHOPPING THIS MONTH

THEY are buying for Christmas, spending the money they have set aside for gifts in addition to their usual household purchases. These tens of thousands of Dallas women will spend more this month than in any previous month this year. Where will they buy?

Shoppers shun the dark. This year, more than ever before, buyers must be shown to be sold. They are looking for "values" but they will not buy blind. The merchant who attempts to sell them in the dark will lag far behind in the pursuit of the Christmas dollar.

One hundred thousand Dallas women will follow the light to shop this month. They will buy where there is light—for light dispels gloom, fear, depression. Light creates warmth and cheer; it is attractive, inviting. Light sells merchandise.

Put Light on the sales force this month and every month in the New Year that is coming. Light up the store and show windows with a compelling display. Put light in the advertising budget where it belongs. Electricity is cheap and your electric sign is the most economical advertising you can employ. Invest in more light and collect your dividends in increased business.

Merchandising Service

Trained illuminating engineers on the staff of your electric service company are at your disposal without cost or obligation. These men are experienced in retail merchandising and have assisted in planning and designing the most successful lighting installations in Dallas. They are competent to analyze your problem.

This service is not for sale to anyone—but is available, free, to any merchant, business man or any member of the electrical or building trade in Dallas. Use it.

Phone 2-9321
Ask for Station 356

Dallas Power & Light Company

This Picture Is Better

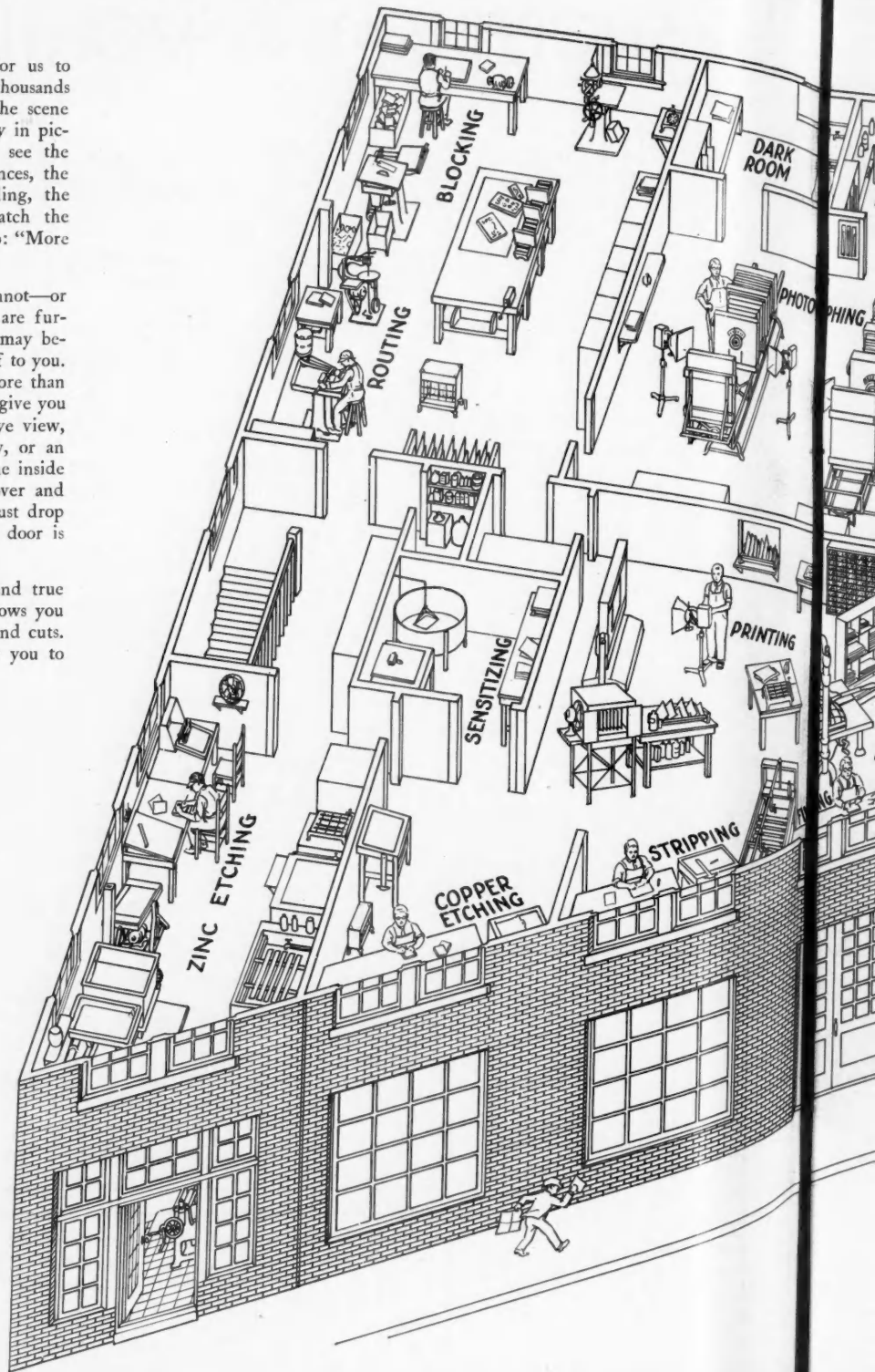
IT WOULD be almost impossible for us to describe our plant in words, even thousands of words, and make you visualize the scene depicted in this advertisement. The story in picture leaves nothing untold. Here you see the men at work, the machinery and appliances, the rooms, the peculiar shape of the building, the businesslike atmosphere. You almost catch the spirit of the firm which has for its motto: "More than Satisfaction."

Many of our friends and customers cannot—or do not—visit our plant. Therefore, we are furnishing a good interior view so that we may become better acquainted. We raise our roof to you. We would raise our roof to give you "More than Satisfaction." We have raised the roof to give you this unusual view. Maybe it's a bird's-eye view, or an airplane view, or a sunshine view, or an x-ray view. Here we really give you some inside facts about Harper-Standard. Look us over and make up your mind to come to see us. Just drop in any old time. The roof is off. The door is open. We'll be glad to see you.

This illustration is unusual, interesting and true to life. It leaves nothing untold. It shows you where and how we make your drawings and cuts. We want to know you better and want you to become better acquainted with us.

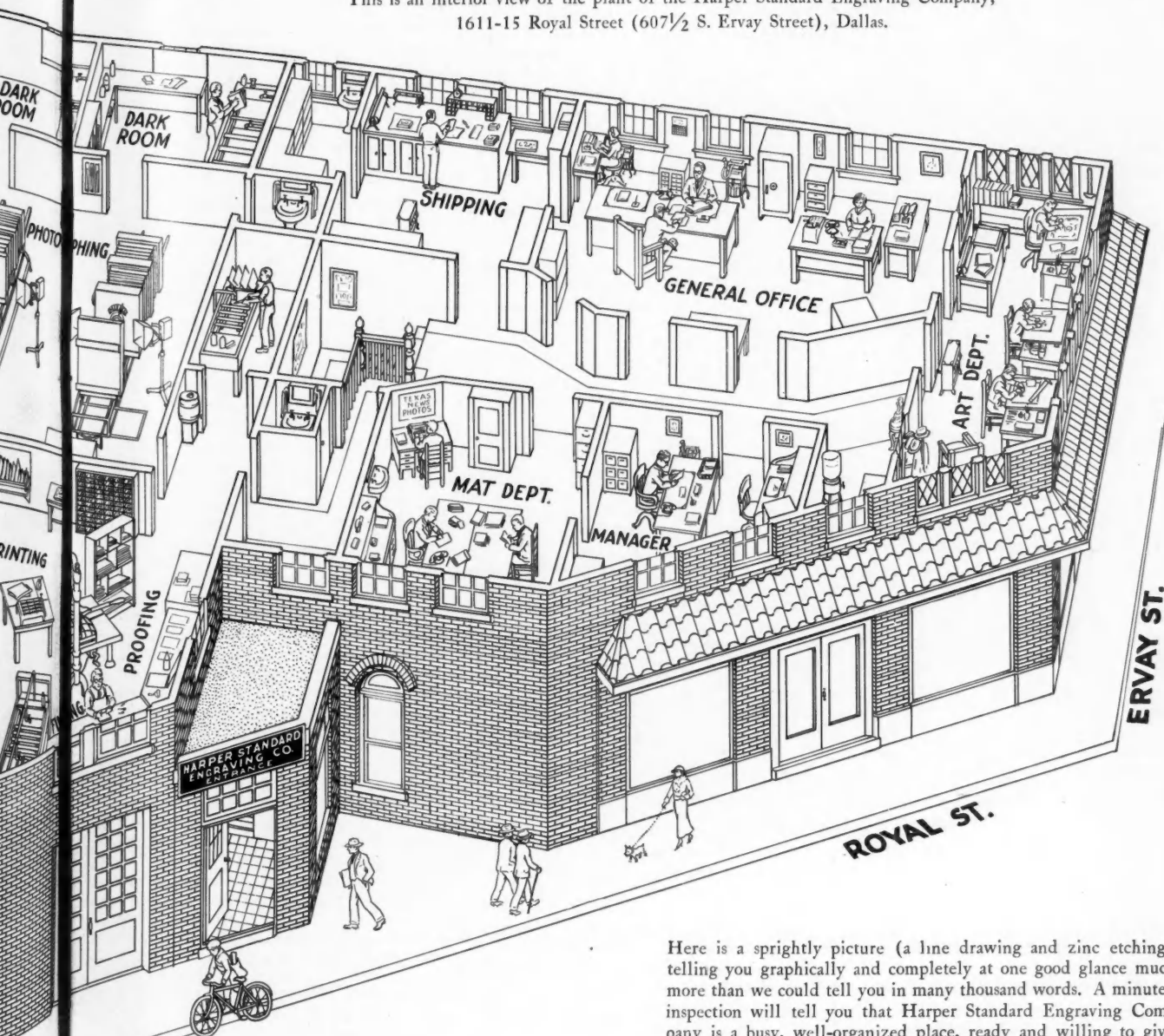
Let us put a picture of your business before the eyes of your customers and prospects. Take them on a mental trip through your plant or your store. It will help them to know your firm better. It will make them more interested in you, your firm, your products, your service.

"The Harper Standard Engraving Company occupies the entire second floor and a small part of the first floor of a trapezium-shaped building at 607 South Ervay Street, at the intersection of Ervay and Royal Streets, six blocks south of Main Street, Dallas, Texas. The offices are in the front end and the engraving plant proper in the rear section. The Art Department is——" But, what's the use of trying to describe it in mere words when the accompanying illustration tells all about it so much better and so much easier. Take a "look-see."



te Than 10,000 Words!

This is an interior view of the plant of the Harper Standard Engraving Company,
1611-15 Royal Street (607½ S. Ervay Street), Dallas.



More than Satisfaction

Here is a sprightly picture (a line drawing and zinc etching) telling you graphically and completely at one good glance much more than we could tell you in many thousand words. A minute's inspection will tell you that Harper Standard Engraving Company is a busy, well-organized place, ready and willing to give you "More than Satisfaction" at all times, and also that this closely-knit organization is here to give you a complete art, engraving and mat service, including drawings and cuts in one or more colors.

HARPER STANDARD ENGRAVING CO.

JACK HARPER, Manager

TELEPHONE 7-5385

1611-15 ROYAL ST., DALLAS, TEXAS

DALLAS, December, 1932

Page Seventeen

MERRY CHRISTMAS ... for LIFE



AS LONG as you live, Christmas will be a time of great joy and happiness for your wife and children—you'll see to that—you are their Santa Claus.

But, what if you should go away on a long journey never to return—who would play Santa Claus to them at Christmas time each year?

Of course you have provided a monthly income for them through life insurance, but will that be sufficient to provide the Christmas you would like for them to have—the kind you would provide if you were here?

Here's a suggestion: While you are planning to give them a big Christmas this year, why not provide for them a Merry Christmas for life—in the form of an insurance policy which will insure their receiving a Christmas check, for the things they want and need, each year as long as they live?

What, besides being able to play the part of Santa Claus in person, could bring more joy and happiness to them and even you, throughout the years?

Texas Security Life Insurance Company

If you would like to insure a Merry Christmas for life for those you love so much, call us and we will be glad to show you how this can be done at very little cost.

Ross Priddy

DALLAS BRANCH MANAGER
INTERURBAN BUILDING
7-1308

PUBLICITY

The department continued during the year the already established policy of presenting the advantages of Dallas to the entire nation through every publicity medium—periodicals, newspapers and radio.

Brief news items of interest to trade magazines were sent out by the department at intervals during the year. Many feature stories were prepared for magazines, house organs and special editions of newspapers. Much material and art work was furnished other writers for stories on subjects of publicity value to Dallas.

A new skyline view of Dallas, made by Lloyd Long, was given wide distribution by the department. It appeared in several rotogravure sections, and in more than fifteen other publications.

The department continued to co-operate with the convention department in sending out material to trade publications presenting Dallas as an attractive convention city. This has been one of the best sources of publicity during the past year.

Very little new literature was printed by the department during 1932. A plan has been drafted, however, for new literature, both on Dallas and on Texas, stressing particularly the tourist angle, and this will be issued as soon as funds are available.

The manager of the department continued as editor of the Chamber of Commerce official publication, DALLAS. Articles of informative nature, designed to assist the member in carrying on at a critical time were published. Such contributors as W. L. Clayton, Dr. Julius Klein, H. I. Harriman, and other nationally known men have been presented this year in the editorial pages of the magazine.

A strong editorial policy adopted this year has given the magazine a much more important position in the city and has caused its editorials to be widely quoted and commented on. This policy is to be continued.

The manager of the department has served as secretary of the highway committee during practically all the year. A number of important matters, such as the widening of the Fort Worth pike, completion of the North Fort Worth highway, widening of the Garland road, and others of considerable importance to the future building of the city were brought to an apparently satisfactory conclusion.

Radio was utilized several times during the year to obtain publicity for Dallas. WLW, Cincinnati; KMOX, St. Louis; WBBM, Chicago, and WGN, Chicago, have, in addition to local stations, complimented Dallas with feature programs this year on material furnished by the department. A nationally known oil company, through electrically transcribed records, broadcast from more than twenty stations have featured Dallas

twice during 1932, using largely material from this department's files.

The department has aided with general information during the year, assisted at meetings of the membership, contacted newspapers with news of the organization, attended community fairs, highway meetings, etc., and generally served in a utility capacity wherever needed.

MAGAZINE DALLAS

Although the Magazine has had to curtail expenses more than in other years in order to balance its budget and not burden the Chamber of Commerce with its cost, we believe it has maintained its usual standard in material and appearance. Advertising volume, though not as large as in former years, has shown a favorable year.

The publication has served to further a closer relation with members of our association, and the Chamber of Commerce directors, and Chamber staff. Activities of the Chamber, news of Dallas progress, statistical matter, and eventful editorials have been the main features in our reading columns.

Special advertising campaigns, paid for by business firms and individuals, directed attention to various phases of our business and civic advantages. For example, a "Builders' Campaign" ran over a period of months, directing attention to the advantages of construction while building costs were low. This series of advertisements was selected for award of merit in magazine group advertising for the month of September by the Dallas Advertising League. In other classifications, first award was given the Dallas Gas Company and the second award went to the Dallas Power & Light Company for their advertisements appearing in DALLAS the same month. A civic campaign has been directing attention to Oak Cliff. A printers' advertising campaign brought closer harmony among members of the printing industry and helped to further their business. The last feature our magazine has launched is doubtless the biggest publicity and circulation program it has ever attempted. This feature is produced in two colors and is known as "A Digest of Facts." Through this we hope to better acquaint Dallas people with its surrounding territory and to better serve our neighboring cities surrounding Dallas. We would like to call your attention to many other features but space here will not permit further details of this particular nature.

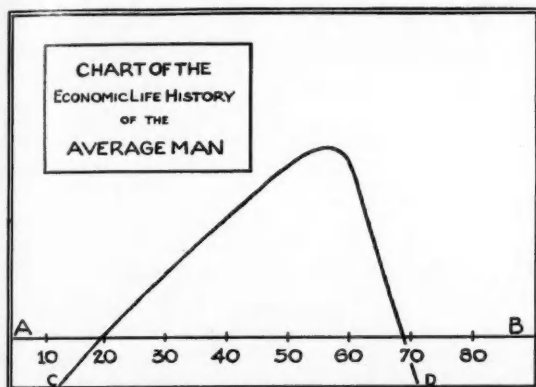
It was at the door of the opera house, after the opera. The expensively dressed lady turned to the broad-shouldered man. "Have I the honor to address the famous basso?" she asked.

He felt flattered. "And what can I do for you, madame?"

"I can not find my car. Would you kindly call out 'Charlie'?"

Life's Crowning Glory

**An Independent,
Care Free, Old Age Together!**



The above chart of the economic life history of the average man shows how the earning power of the average man, represented by the line CD, begins its rise about the age of 20, continues its upward course to the peak which is reached between the ages of 55 and 60 and then takes a sharp, never ending dive between 60 and 70. Wouldn't it be wise for you to hedge now against that inevitable drop in earning power? Most men intend to, but never do, with the result that very few are independent or self-supporting after 60 or 65.

SOME day your earning days are going to be over. Either through choice or necessity, you are going to retire and someone else is going to take your place. Have you made provision for that day?

When that day comes, you surely do not want to find yourself without an income and wholly or partly dependent upon friends, relatives or charity, do you? Surely not.

After thirty or forty years of strenuous effort at this job of making a living you will want, and surely deserve, a rest. You should be able to spend the golden years of your life, independent and care free—fishing, or hunting, or golfing, or traveling, or doing the things you want to do, and have plenty of time to do.

Well, there is one sure way of guaranteeing that you will be able to have and do the things you would like to have and do—it's through retirement income insurance. It guarantees to you, and any who may still be dependent upon you, a certain, unfailing income every month as long as you may live, regardless of what may happen to your job, your business, your investments or your savings.

What an assurance! It will relieve you of worry about the future. It will lighten present and future burdens. It will make you live longer and it will make you happier now as well as in the years to come.

*Ask a Representative of Any of These Texas
Companies to Show You How You
Can Enjoy an Independent,
Care Free, Old Age*

**SOUTHERN OLD LINE LIFE
INSURANCE CO.**

SLAUGHTER BLDG.
DALLAS, TEXAS

**INTERNATIONAL TRAVELERS
ASSURANCE CO.**

MEDICAL ARTS BLDG.
DALLAS, TEXAS

**SOUTHWESTERN LIFE
INSURANCE CO.**

SOUTHWESTERN LIFE BLDG.
DALLAS, TEXAS

REPUBLIC LIFE INS. CO.

MEDICAL-DENTAL BLDG.
DALLAS, TEXAS

SOUTHLAND LIFE INS. CO.

NED WOLINS, NOVEMBER LEADING PRO.
DUCER OF DALLAS AGENCY.
DALLAS, TEXAS

GULF STATES LIFE INS. CO.

GULF STATES BLDG.
DALLAS, TEXAS

**UNITED FIDELITY LIFE
INSURANCE CO.**

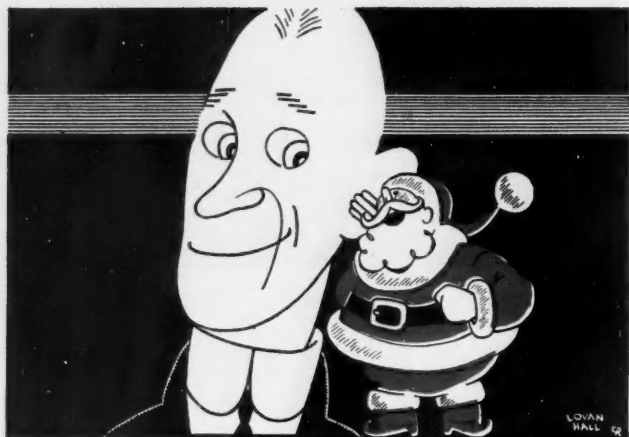
T. & P. BLDG.
DALLAS, TEXAS

Thirty-nine Texas Life Insurance companies with approximately a billion and a half of insurance in force, have an annual premium income of \$31,000,000 and assets of over \$170,000,000, practically all of which are invested in Texas.

**TEXAS SECURITY LIFE
INSURANCE CO.**

INTERURBAN BLDG.
DALLAS, TEXAS

"GIVE HER



*of
identified quality**

She will appreciate luggage. All women do. There's no gift more appropriate or that will be treasured over a longer period of usefulness than good luggage.

On these pages are a few suggestions from the largest, best assorted stock of fine luggage in the Southwest. Prices are lowest in a decade.

Tray Fitted Cases



Tray Fitted Week-End Cases—used with or without fittings—a large assortment. Priced from

**\$12.50
TO
\$40.00**



These "Fitted in the Lid" Overnight Cases

are among our best sellers. The new Prystol Fittings come in brown, blue and green. Priced from

**\$7.00
TO
\$35.00**



Ladies' Gladstone Bags

If she travels considerably, she needs one of these strong, lightweight ladies' Gladstones. We have them priced from

\$15.00 to \$25.00

PADGITT

Fine Luggage Since 1869

R LUGGAGE"

ATTENTION LADIES » » »

We have as many interesting gifts for *him* as for you. Golf Bags, Travellers Bags, Brief Cases, Travelling Kits, Billfolds, and scores of other items he will enjoy.

*There is added pleasure in giving or receiving a gift of *identified quality*. For sixty-four years the name "Padgitt Bros." has been identified with fine leather goods in the Southwest.

Overnight Bags

The handiest piece of luggage one can own. This zipper Overnight Bag is popular with both men and women. Priced from



\$3.50 to \$7.00



Ladies' Hat Boxes

Ladies' Hat Boxes—a large assortment of styles and colors. With or without hangers. All grains of leathers. Priced from

\$10⁰⁰
TO
\$25⁰⁰

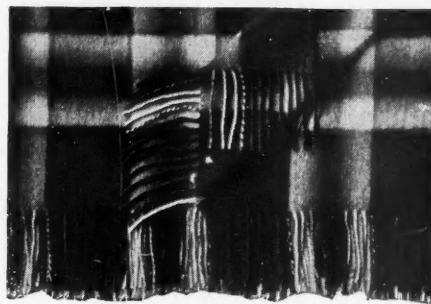
Ladies' Week-end Cases



Ladies' Week-End Case—Top grain cowhide—very serviceable. Sizes, 18" to 24". Priced from

\$8⁰⁰
TO
\$16⁵⁰

Sport or Auto Robes



A Sport or Auto Robe makes an exquisite gift—new Scotch plaids in beautiful rich colors. All pure wool of the finest quality. Priced from

\$3⁷⁵ to \$12⁵⁰

PADGITT BROS. CO.

1020 Commerce St., Dallas

Back to the heart of Dallas' business district

December 5th we move to
our new location

1303 ELM STREET

ASKEW
COMPANY
Office Furniture and Supplies

*A Complete Banking, Trust and
Investment Service*

**The
Republic National Bank
and Trust Co.**
Dallas, Texas

Investors Attention!!

The most important requirement of any investor is to have up-to-date information at short notice on any security, listed or unlisted.

Our Statistical Service is considered one of the most complete in the South.

Ask for particulars about our accumulation plan on sound securities.

SECURITIES SERVICE CORPORATION

*Largest and Oldest Statistical Service House
in the South*

FOURTH FLOOR, DALLAS BANK & TRUST BLDG.

DALLAS, TEXAS

Industrial

(Continued from Page 10)

The breaking up of huge manufacturing plants and their diffusion over the country in smaller units, each so placed as to serve a well-defined market, seems destined to be the next important development in America. New economic conditions have arisen out of the confusion of the last few years. Decentralization of manufacturing and distribution is the new keynote. Competition will be keener and prices lower. Every element of waste must be eliminated. Distribution costs must be lowered and service speeded up. Only those concerns that meet the new conditions with well-located regional plants can hope to hold profitable national distribution.

Here in the Southwest are tremendous opportunities. This section makes but little of the goods it consumes, yet it represents one-eighth of the national market. Texas has been termed the last industrial frontier, and those who pioneer this field with manufacturing plants will reap enormous profits.

The new conditions are highly favorable, both for local manufacturing plants and for regional branch plants of national concerns. Dallas, located at the economic and geographic center of the Southwest, may expect tremendous developments in the direction of manufacturing during the next few years, and the efforts of the Industrial Department and of Industrial Dallas, Inc., are being largely directed to accomplish that speedy development.

National Advertising:

With funds carried over from previous years, Industrial Dallas, Inc., has been able to continue its program, although greatly curtailed. During the year a new portfolio of marketing information was prepared, 10,000 copies published and some 6,000 have already been placed in the hands of executives of concerns that are prospects for the establishment of plants or branches in Dallas. This is the most most exhaustive market survey yet prepared, and it contains, in addition to basic market information, an analysis of Dallas' central location and exceptional facilities for serving Texas and adjacent states.

A special oil folder was printed during the year and sent to all oil and supply companies, and a new oil directory is now being prepared which will soon be mailed to all important executives connected with the oil industry throughout the entire United States. This directory will contain, in addition to more than 700 names of concerns in Dallas connected with the oil industry, an analysis of Dallas' location with respect to the oil fields of the Southwest, their accessibility from Dallas, and a description of Dallas as a residential city, offering unusually desirable surroundings for the families of executives and personnel of oil and supply companies.

With conditions steadily improving, and with many national concerns making plans even now for the rebuilding of their organizations through the establishment of sales offices, warehouses and branch plants, it is highly important that the national advertising campaign of Industrial Dallas, Inc., be resumed as quickly as possible. Plans to that end are now being made, and the new campaign will be largely directed to bringing factories to Dallas and to the building of Dallas as an oil center.

Trade Extension

(Continued from Page 10)

The plan is very simple. We try to get all of the merchants in the local retail market to co-operate in staging a great city-wide event, which, of course, increases the extent of the usual summer clearance sale. We have extended this type of service to the following towns:

Olney, Texas; Graham, Texas; Big Spring, Texas; Electra, Texas; Midland, Texas; Mercedes, Texas; Sweetwater, Texas; Lake Charles, La.

It was a pleasure to represent the Trade Extension Division on three trade trips into the territory. We were with the fifty-nine business men who made up the 31st annual good will trip, with a smaller group who attended a special luncheon in Oklahoma City extended us by the Oklahoma City Chamber of Commerce, and joined a dozen Dallas men on the opening of the new Denver Railway line into Pampa.

Numerous special reports have been prepared for merchants and local communities on special subjects. We offer a special store survey service, but find but few stores that have their records in such shape that we can be of any real service. To secure the information would take more time than we can afford to spend with one store.

Through the co-operation of the Model Store Department of the Higginbotham-Bailey-Logan Company we have been able to furnish, without cost to the merchants, blue prints of model store plans in about two dozen stores.

Through the co-operation of Mr. E. F. Anderson, manager of the Dallas Wholesale Merchants Association, we have been able to establish a follow-up service that is unique in such activity as ours. Daily reports are forwarded to Mr. Anderson who sends a personal letter to the key merchants and business men we have contacted, thanking them for the courtesy shown us, on the visit of the Institute director. This is an added tie that will bind them to the Dallas market.

Through the courtesy of the Wholesale Merchants Association, we have been able to prepare and distribute thousands of pieces of valuable literature related to the job of retail merchandising. The following booklets are offered free of cost to any merchant in the Southwest:

1 Extension Course (series of lectures in Institute Course).

2 Special Report on Credits and Collections.

3 Special Report on Reclamation of Accounts.

4 1932 Merchandising Calendar.

5 The New Slant on Advertising for 1932.

6 Fake Advertising and Other Rackets.

In our El Paso Institute we enjoyed the co-operation of Messrs. Critz and Anderson from the Chamber of Commerce; Messrs. Atnip and Garrison, from the Higginbotham-Bailey-Logan Company, and Mr. Graham from the General Electric Co. In our Lubbock Institute the services of Messrs. Critz, Graham and Anderson were used.

At the suggestion of Mr. Critz we are booking our Institute under the auspices of newspapers as well as chambers of commerce and retail merchants associations. This will give us added publicity for Dallas and the Dallas market.

Dallas Man Makes Cable Shackle

One Dallas-manufactured product that is gaining widespread recognition is the Culp Improved Ball Bearing Safety Cable Shackle for elevator governor cables, invented and manufactured by G. E. Culp of this city.

The shackle permits the cable to twist without strain as the elevator moves up and down, and is said to do away with the necessity of renewing the cable every eighteen months or two years.

Several large office buildings and hotels here are equipped with the Culp Shackle and it is rapidly being adopted by buildings in other parts of the nation. It has been approved by every insurance and building engineer that has inspected it.

Light Up, Cheer Up

(Continued from Page 9)

type of home. Strings of lights are also effective placed along hedges or in the shrubbery surrounding the house, and large trees. Floodlighting does not detract from these lights. Colored floodlighting is impressive against evergreen trees which have been sprayed with white lacquer.

Artificial holly wreaths already equipped with electric lights, available in Dallas stores, are recommended for decoration which is safe as well as effective. Hung inside the windows, they are attractive from within the home or from the street. A very effective window decoration, used last year and expected to appear again this season, is the lighted silhouette. Paper cutouts form the scene on the window, and a light within makes it effective to the passerby. An entire window may be covered with dark-blue paper out of which stars have been cut, and a light placed behind the window will bring the Christmas stars within your grasp.



In Texas it's Hilton Hotels

DALLAS
WACO
MARLIN
ABILENE
SAN ANGELO
EL PASO
LUBBOCK
PLAINVIEW

Never Changing Rates

\$2.00 - \$2.50 - \$3.00

BAKER HOTELS OF TEXAS

ALSO OPERATORS OF
DETROIT - LELAND HOTEL
DETROIT, MICHIGAN



T.S. BAKER, PRESIDENT



The TEXAS
FORT WORTH
600 Rooms - 600 Baths
\$2.25 up



The BAKER
DALLAS
700 Rooms - 700 Baths
\$2.25 up



The BAKER
MINERAL WELLS
450 Rooms - 450 Baths
\$2.25 up



The GUNTER
SAN ANTONIO
350 Rooms - 350 Baths
\$2.25 up



The ST. ANTHONY
AUSTIN
250 Rooms - 250 Baths
\$2.25 up



The ST. ANTHONY
SAN ANTONIO
450 Rooms - 450 Baths
\$2.25 up

S. KOENIGSBERG, Inc.

TAILORS AND IMPORTERS

Our New Price Range—Suits and Overcoats \$75.00 and \$90.00

Silk Lined \$5.00 Extra

39 Years in Dallas

1310 Main Street

Budget Payment Loans



You are cordially invited to visit the Morris Plan Bank in its new home at Commerce and Murphy Streets.

The high standards of fair dealing that have accompanied the growth of the MORRIS PLAN BANK have laid a lasting foundation of popular confidence and good-will. Employers may—and do—recommend the MORRIS PLAN BANK to employees who may find it necessary to borrow.

The Dallas Morris Plan Bank

Under Supervision of the Texas State Banking Department

WHEN CALLED UPON TO SPEAK — —

Do your knees beat a "tattoo" in fear of "What to Say"? Overcome this "Mental Hazard" by joining one of E. M. Avery's Public Speaking Classes.

Scores of Dallas executives, business and professional men have acquired the ability to say "the right thing at the right time."

Phone 58-2202 or write for a pamphlet on Public Speaking. No obligation on your part.

E. M. AVERY

58-2202

4112 McKinney Ave.

GOOD CITIZENSHIP

Sound public opinion is the basis of good government, and sound public opinion requires comprehensive knowledge and thorough understanding of public affairs on the part of the people. To be well informed, therefore, is the prime requisite of good citizenship.

*Let the Texas Weekly Help You
Perform the Duties of Good
Citizenship.*

THE TEXAS WEEKLY

Edited by Peter Molyneux

"America's Most Widely Quoted Regional
Periodical"

DALLAS, TEXAS

By the Year—Five Dollars — A Copy—Ten Cents
Sample Copy—Free Upon Request

FRIEND IN NEED Benefit Association

First payment shall be, for all ages under 51 years, one assessment plus \$1.00 and for all ages over 51 years shall be one assessment plus \$2.00.

MONTHLY ASSESSMENT RATES Not to Exceed \$1,000.00

Age	Rate
2 to 15 inclusive.....	\$.80
16 to 22 ".....	.90
23 to 30 ".....	1.10
31 to 35 ".....	1.20
36 to 40 ".....	1.40
41 to 45 ".....	1.60
46 to 50 ".....	1.80
51 to 56 ".....	2.20
57 to 60 ".....	3.10
61 to 65 ".....	4.50
66 to 69 ".....	5.50

Not to Exceed \$500.00

70 to 74 inclusive..... 4.50

Examination required on all ages over 50 years.

Assessments shall be collected monthly or as needed if more than twelve such assessments in any one year is required to retire all claims.

U. S. FOX, President

904 Kirby Bldg.

2-2845

CANNON BALL TOWEL SUPPLY COMPANY

2009 Orange Street

Dallas, Texas

*Everything Furnished in the
Towel Supply Line*

SERVICE UNEXCELLED

Phone 2-2736

TRANSPORTATION

The year 1932, while a year of depression in business activities, has been a year of intensive activity for the Transportation Department. Hearing after hearing has been held in connection with the regulation of motor trucks and busses, both interstate and intrastate; thousands of experimental rate changes have been proposed by the rail carriers in an effort to meet truck competition and recover from the depression; many shippers, who heretofore have not paid much attention to their freight rates, have been checking this item of expense closely; all of which has increased certain phases of the Transportation Department activities. A general outline of our activities, compared with last year, is given below:

Telephone quotations for 1932 totaled 17,301, as compared to 15,879 in 1931, and mail quotations totaled 14,293, as compared to 8,507 in 1931. Grand total of rate quotations in 1932 is 31,594, an increase of 7,208.

Information as to routes to interstate points and inland points not shown in our routing circular totaled 546, a decrease of 123 under 1931.

A total of 6,103 letters were mailed out by this department during 1932. This is somewhat under last year's figure.

Forty-five routing circulars, showing the preferred L. C. L. merchandise routings out of Dallas to all points in the Southwest, were mailed out to shippers. This routing circular has become somewhat obsolete, and the transportation committee has been trying to devise some plan by which it can be reissued, showing also the rates applicable in this territory, without expense to the organization.

Various motor freight guides have been published in Dallas and Texas during 1932, and we have secured copies of these guides for members requesting same without cost.

Calls for information as to changes, other than rate and general transportation information, totaled 1,905, slightly under the 1931 figure.

Tariffs and supplements received and filed during the year totaled 40,533, an increase of 10,131 over the 1931 figure. Nineteen hundred thirty-two has been a record year in the issuance of tariffs and supplements, due to the many experimental rate changes put into effect by rail carriers in an effort to recover business lost to unregulated truck lines and to recover from the general business depression. Considerable time is spent by this department in the proper and prompt filing of these tariffs and supplements, which is necessary to facilitate the increasing demand for rate quotations.

Fourteen regular and special meetings were held by the transportation committee during the year. This is slightly under the 1931 figure. The entrance of the L. A. & T. and B-R. I. into Dallas, the establishment of stopping-in-transit

Mason Engraving Co. DALLAS

**STEEL AND COPPER
PLATE ENGRAVERS
AND EMBOSERS
TO THE TRADE ONLY**



ZUBER & ZUBER

Wholesale Collections

408 SANTA FE BLDG.

Established 1918

C. B. ZUBER

F. M. ZUBER

FRANK ROGERS

Photographs For All Purposes

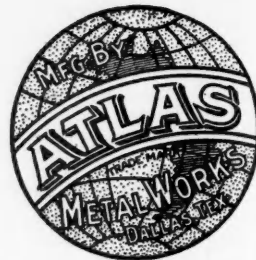
712 ELM STREET

Phones 2-8026, 2-8027

PRINTED and ENGRAVED

LABELS

Dallas Label & Box Works
1804-6-8 Caruth, Dallas Phone 2-2927



Advertising

Well planned, prepared and directed Advertising will increase your sales and profits and lower your selling costs in 1933, if you will give it a chance. May we prove this?

IRA E. DEJERNETT

919 Santa Fe Building
Phone 2-8168

PANSY TEA ROOM LEAFE

2916 Maple, Opposite
Stoneleigh Court

Pansy (Leafe) Shepherd

10%
Discount

Special plate
lunch, 35c
Dinners, 50c & 75c
Phone 7-4285

When this Advertisement is Presented



A Comprehensive
List of Dallas
Firms that Serves

DALLAS BUYERS INDEX

to Establish a
Contact between the
Buyer and Seller!

Accountants

O. CURRIN & COMPANY
AUDITORS AND ACCOUNTANTS
(Specialize In Bank Audits)
705-9 Dallas Bank & Trust Building
O. CURRIN, President
7-6192 Dallas, Texas

Addressing Machines

Addressing Machine & Supply Co.
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privileges to partly unload at points in the Southwest on practically every commodity that moves; reciprocal switching charges in connection with shipments to industries on M.-K.-T. tracks moved into Dallas over other lines; extension of express delivery limits in Dallas; State and national regulation of motor trucks and busses; improvement of U. S. mail service from Dallas to various points; rearrangements and curtailment of passenger services from and to Dallas; further action in connection with the Consolidated Southwestern Cases, are among the many matters considered by the committee.

The manager and/or the commerce counsel have attended thirty-three hearings before the Interstate Commerce Commission and Railroad Commission of Texas, in connection with matters of interest to Dallas shippers. Also every meeting of the Texas Tariff Bureau has been attended.

Matters involving changes in rates, rules and regulations governing the transportation of various commodities, which we handled, either opposing or favoring at the request of shippers, totaled 247, an increase over the 1931 figure. A great many of these involved the establishment of stopping-in-transit privileges to partly unload practically every commodity moving into the Southwest. These privileges would permit interstate competitors to move their commodities into the Southwest in L. C. L. lots at the carload rates, which would be very detrimental to jobbers and manufacturers in the Southwest, and we have been kept busy filing protest after protest in connection with such proposals. We have also joined other organizations through the Texas Industrial Traffic League in requesting suspension of various new rates and regulations published by the railroads.

The manager has attended all meetings of the Southwest Shippers' Advisory Board and practically all meetings of the Texas Industrial Traffic League and the Southwestern Industrial Traffic League. In addition to these, he has also attended many conferences with railroad representatives, motor freight carriers and motor bus operators.

ROAD INFORMATION

This is the seventh year of the operation of this department, which supplies highway maps, road information and general touring data to the public. It cooperates with Chambers of Commerce in adjoining cities in directing travel and planning tours for their members. Information desks in our local hotels are furnished an average of one hundred pieces of literature weekly from our library of travel literature. Articles of interest to the traveling public are given the local newspapers from time to time, with daily road reports when floods or unusual conditions affect the highways. Weekly reports are furnished various

touring bureaus, including the National Automobile Club of California and the Chicago Daily News Touring Bureau, assisting them in directing travel into the Southwest. The reports also include a list of things of particular interest in Dallas, with comments on the weather, wild flowers, fishing, hunting, etc., in Texas.

Special logs were prepared for a large number of visitors to the Olympic Games in Los Angeles during the summer. These logs are complete travel guides—giving highway numbers, cities, mileage figures, hotels, tourist camps, cafes, together with range of rates as well as suggestions for a day's drive and list of main points of scenic and historical interest along the route. These logs are furnished for any trip if sufficient notice is given by the traveler.

Several trips over the highways in the Southwest were made by the manager of the department during the year, and a check made of accommodations, such as hotels, camps and cafes offered to the public at various places, including nearby resorts, the East Texas oil fields, the Gulf coast section and the Arbuckle mountain region in Oklahoma.

Unusual weather conditions throughout the year seriously affected highway travel and added much to the routine of the department. Floods in Arkansas, Louisiana and Mississippi menaced travel for three months in the early spring. Flood conditions in the Big Bend country, the Rio Grande valley and Central Texas closed highways for days at a time. This necessitated a careful daily check of all routes.

A 1932 tourist camp directory was prepared for the State of Texas—listing about 500 camps. Completion of paving on several main highways out of the city has changed the routing of travel in many instances. A revision of mileage figures on thirty-seven different route cards was made and some 4,000 new cards printed for distribution to tourists during the year. Supplies of highway maps and travel literature were obtained from various sources, mainly from chambers of commerce, oil companies and hotels, of course without cost to the department. Out-of-town inquiries for general information about Dallas for visitors averages five hundred a month.

A special service is rendered visitors to Old Mexico in securing passports; a card of identification is issued to the visitor, enabling him to secure a passport at the Mexican Consul's office without additional papers of identification. Calls for information about Old Mexico have been so numerous and varied that we keep, in addition to a complete file on road information, data about railway rates, hotel accommodations, fiesta days, hunter's requirements, etc. We are assembling all information, literature and maps obtainable regarding travel in Old Mexico in anticipation of the increasing number of tourists which Dallas and Texas will handle into that country in the near future when the Pan-American highway is opened into Mexico City.

CONVENTIONS

Delegates and visitors at approximately 385 conventions, sales conventions and similar gatherings of which the Convention Department of the Chamber of Commerce has record, left more than \$1,500,000 in new money in Dallas trade channels during 1932, using the generally recognized basis of expenditure by a convention visitor. The State Fair, with its approximately 750,000 attendance, or considerably more than in 1931, and of which several hundred thousand were from out of town, is not included in the estimate.

Even greater than the direct financial return is the good will secured for Dallas, "The Friendly City," in pleasing the convention visitor. This reacts in trade channels and population statistics for years to come. The Convention Department of the Chamber works and advises with local committees in planning and entertaining conventions, it aids in publicity, in sending out attendance-building letters and in registering conventions when desired. Thousands of lines of helpful publicity about Dallas have appeared in the daily press and class and trade publications because of conventions here. Conventions here are valuable, furthermore, in that they enable people of this city and section to benefit from new ideas set forth at the gatherings. Many delegates and visitors attend conventions by automobile, spending money along the highways en route, thus bene-

(Continued on Page 30)

TRAVELERS GUIDE



Tourist Camps

CAMP HORN TOURIST APARTMENTS, Federal Highway No. 81, Phone 2-3840, (D. B. Spiller, Mgr.) Austin, Texas.

PETRIFIED FOREST LODGES, North City Limits, Highway No. 2, Tel. 9871, Austin, Texas.

Cafes

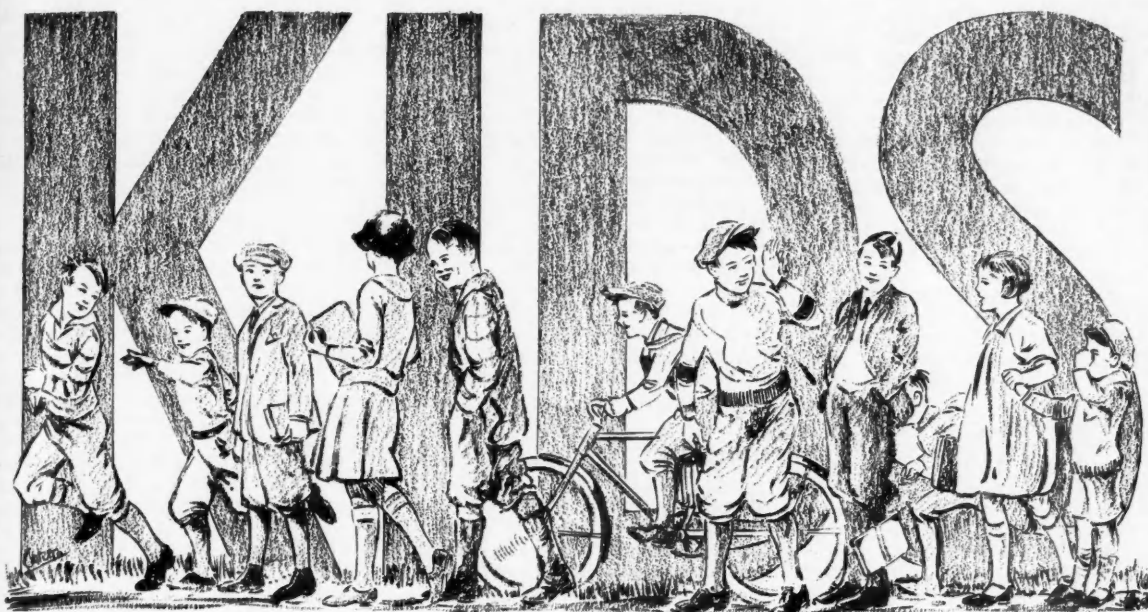
"EL FENIX" CAFE, 108 S. Santa Rosa Ave., San Antonio, Texas.

MAVERICK CAFE, 621-23 Congress Avenue, Tel. 7688, Austin, Texas.

RIVERSIDE CAFE, (Lonnie Wilson, Proprietor), 102 E. Houston St., San Antonio, Texas.

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LA FITTE HOTEL, 535 S. St. Mary's St., San Antonio, Texas.



Thousands of them—scampering down life's pathway without a worry, utterly dependent upon us to give them their start in this world! What better start can they get than Education, coupled with a real home life. Oak Cliff is one of the finest Home sections in America, and the schools have kept pace with her development along other lines.

There were in June this year, eleven elementary schools with 8,833 pupils, 800 graduates and 205 teachers. Two High Schools 3,740 pupils, 521 graduates and 118 teachers. Also a school for Negroes where the enrollment is 800, with 18 teachers and a graduating class of 53. Art and music are regular studies in the elementary schools in addition to the regular academic courses.

The high schools are fully accredited by the Southern Association and Secondary schools, and in January, the first Junior High School in Dallas will be formally dedicated in Oak Cliff.

In addition to the public schools, Oak Cliff has the Southwest Vocational School, teaching trades to men and women.

You can gather an idea of community spirit by seeing Oak Cliff High School football teams, the Leopards, or Bisons, go into action! Backed by loyalty, enthusiasm and school spirit—which comes only when co-operation and unity of educational ideals are strong and secure.

Yes—Oak Cliff is a wonderful place for a home—and KIDS!

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Clyde A. Wherry
Medical Dental Bldg. 9-6110

De Mond Conservatory
of Music
119 N. Beckley 6-0173

OAK CLIFF

"... that friendly, fast growing, nature favored section of 'Dallas.'"

A Digest of Facts

(Continued from Page 5)

JUSTIN, forty miles from Dallas, of which distance, thirty-eight is the newly completed, wide concrete North-west Highway, is in the heart of an agricultural community unsurpassed in the State. It is but twenty-five miles from Fort Worth, the second largest live stock market in the world. Stock raising, dairying, wheat, cotton and poultry are featured industries in this community, well-balanced so that no one phase of agriculture so dominates. Located on the Santa Fe railroad, the town has excellent transportation facilities and quick communication with the markets of North Texas. A wide-awake citizenship is determined that this city shall keep step with the entire Southwest—the fastest-growing section in the United States. For further information, write

CEDAR HILL, seventeen miles from Dallas on U. S. Highway No. 67, is a community of general farmers and stock raisers. Dairying and poultry, especially turkeys, assure a year round income. The black soil, overlying a gray sub soil, well protected by terraces where they are needed, makes the surrounding country advantageous for the growing of all kinds of crops. Cedar Hill has excellent schools and fine Artesian water. The future development of U. S. Highway No. 67 will place Cedar Hill on the most direct route from Central United States to Mexico. For further information, write

KRUM, Denton county, Texas, situated eight miles northwest from the City of Denton, county seat, and on the main line of the G. C. & S. F. railroad, thirty-eight miles north from Fort Worth. Krum is situated in the heart of a rich farming section. The principal crops grown are wheat, oats, cotton and corn. Cattle, sheep and hog raising diversify the farming industry to a large extent. Also poultry and dairying are important items in supplying the family necessities. The town is connected with outlying farms by good gravel roads radiating in all directions. U. S. Highway 77 is within easy reach. Also State Highway 39 is but one mile distant. We are especially interested in getting in contact with farmers who want to purchase farm lands. For information, write Farmers & Merchants State Bank, Krum, Texas.

VENUS is in Johnson county thirty-five miles southwest of Dallas on U. S. Highway No. 68 and is served by the Santa Fe and also the Missouri Pacific Railway and the Greyhound bus line. Venus is in the heart of the black land district and has a paved square, affiliated school, natural gas, electric lights, three churches and two banks. The soil is prolific to the growing of cotton, grain and truck farming, stock and poultry

raising. Land is very reasonable here and deep-well water is easily found. The winters are very mild. We are located only thirty miles from Fort Worth. For further details, write Mayor Ralph Gidden, Venus, Texas.

LANCASTER, a thriving little town fourteen miles south of Dallas, in Dallas county, has three banks, modern schools and churches, and is inhabited by forward-looking and progressive citizens. The fertile surrounding farm land produces fine cotton as well as plentiful grain crops, which encourage the growing interest in live stock in the community. The rich soil and the accessibility to Dallas markets offer unusual opportunities to progressive farmers. For further information, write to the City of Lancaster.

MANSFIELD, located forty-two miles southwest of the City of Dallas, in Tarrant county, is in the center of a splendid cotton country. In the last few years the feeding of live stock has increased to a great extent, this industry being encouraged by the Fort Worth live stock market, which is only twelve miles from the town of Mansfield. The progressive citizens have given evidence of civic interest in the development of the school system, the city government, and the improvement of the community as a whole. Address E. C. Watson, secretary, Chamber of Commerce, Mansfield, Texas.

ALVARADO, a busy little city about forty-one miles southwest of Dallas, is located in the black land cotton belt, and this and truck gardening have been the principle agricultural products in times past, although in the last two or three years the feeding of live stock and the raising of grain crops has been encouraged and has increased greatly. Write P. E. Pope, Mayor, Alvarado, Texas.

WYLIE, located twenty-nine miles northeast of Dallas, in Dallas county, is surrounded by fertile, black, waxy land, and is famous for the high-grade cotton produced in the vicinity. Poultry raising and dairying enterprises have been profitable in the community, and in the last year or two the feeding of live stock and the raising of grain crops have increased to some extent. It is inhabited by a high-class citizenship, which has provided an excellent school system, fine churches, and many civic improvements. Address Fred Gallagher, Wylie, Texas.

SANGER, about fifty-five miles northwest of Dallas, in Denton county, is located in a thriving farming community, producing poultry, grain, cotton, live stock, and some truck, in the form of melons, peanuts and sweet potatoes. The

town boasts a very active and influential chamber of commerce, indicating progressive citizens, greatly interested in civic improvements and city government. A splendid up-to-date school system is provided for the young people of the community with especially fine training in vocational agriculture, which prepares the boys for the wide range of agricultural activities in that section. For full particulars, address Chamber of Commerce, Sanger, Texas.

PILOT POINT, a prosperous town about sixty-two miles northwest of Dallas, in Denton county, is situated in the real old ranch country of Denton county and this section of the State, and a few large cattle and sheep ranches are still to be found there, producing splendid beef cattle. However, diversified farming has been carried into that section and grain and garden stuffs are produced in the black, sandy land that is characteristic of the community. Progressive farmers are invited to investigate our community. Address Chamber of Commerce, Pilot Point, Texas.

AUBREY, located about fifty-five miles northwest of Dallas, in Denton county, is characterized by progressive, forward-looking citizens, who have provided efficient city government and modern, well-equipped schools. The surrounding farm land is mostly black sandy land, adapted to the raising of grain, garden produce, poultry, sheep, cattle and hogs, and this diversification of agricultural programs has kept the community in a prosperous and thriving condition. Address City Secretary, Aubrey, Texas.


Junior Chamber

(Continued from Page 10)

have seen fit to publish comment on their editorial pages.

At the convention of the United States Junior Chamber of Commerce in August at Pasadena, California, J. Howard Hayden, past president of the local organization, was elected vice-president of the national organization. This will put Dallas before young men in over 100 cities where there are junior chambers affiliated with the United States Junior Chamber. Headquarters of the Texas Junior Chamber of Commerce were brought to Dallas this year when Alphonso Ragland, Jr., was elected president.

Irving Pierce, director of the Dallas Junior Chamber, was presented with the Wilson Cup, a trophy given by George O. Wilson, director of the Dallas Chamber of Commerce and past president of the United States Junior Chamber of Commerce, to the young man of junior chamber age in Dallas county who did the most outstanding work during the year. Most of Mr. Pierce's work was done while serving on junior chamber committees.

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UNITED ADVERTISING CORP. OF TEXAS <i>Out-of-Doors Advertising</i> 101 N. Haskell 3-1495	<i>Season's Greetings!</i> TEXAS SANITARY TOWEL SUPPLY CO. <i>Towel Supplies</i> 3305 San Jacinto H. B. Cocker, Mgr. Telephone 3-4822	LEWIS STABLES <i>Horseback Riding for Sport, Exercise and Health</i> Lakewood Blvd. and Heath St. Phone 8-5857
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fitting other portions of the State and Southwest as well as Dallas. Conventions, especially those national in scope, bring many men who are leaders in their respective lines and they often have a deciding vote when a new factory or branch office is to be located.

Among national meetings held here during 1932 were the national Association of State Insurance Commissioners, National Petroleum Industry Electrical Association and the National Story Tellers League. Hundreds of important southwestern, State and regional meetings were included in the list. The Pan-American Medical Association, meeting here in March for the first time in the United States, is one of the most important gatherings for Dallas in 1933, and two other large national meetings are National Inventors' Congress in November, and Oil Equipment and Engineering Exposition in April. As this is written, the location of many conventions that have been invited to Dallas is still in the hands of executive committees for decision. Among such meetings so far announced are: Southwestern Social Science Association, Texas Hardware & Implement Association, Texas State Bottlers Association, Texas Agricultural Workers Association, Texas Jersey Cattle Club, Texas Association of Fairs, Texas Association of Life Underwriters Sales Congress, Texas Cottonseed Breeders' Association, Dallas Southern Clinical Conference, Group 10 of National Selected Morticians, Texas Building & Loan League, Pan-American League, Oil and Equipment Exposition, Delta Kappa Gamma Society, Salvation Army Young People's Congress, Fourth District Campfire Girls, Eastern Star School of Instruction, Tri-State Convention of American Guild of Organists, Texas Association of Deans and Advisers of Men, Texas-Louisiana Retail Jewelers' Association, Texas Latin Tournament, Master Plumbers' Association of Texas, Retail Furniture Association of Texas, Texas Cotton Co-operative Association, Texas Philatelic Association, Texas Association of Mutual Life Insurance Officials, Texas Postmasters' Association, Texas Division Izaak Walton League of America, Texas Order of Red Men, State Saengerfest, Texas Woman's Press Association, Great Camp of Texas Maccabees, Texas Affiliated Exchange Clubs, Texas Sacred Harp Singers' Association, County and District Attorneys' Association of Texas, Texas Eclectic Medical Association, Texas Homeopathic Medical Association, Texas Association of Dyers and Cleaners.

The Chamber of Commerce is striving at all times to bring more conventions and similar events to Dallas and to see that the gatherings held here are most pleasant and successful. Any suggestions as to conventions that may be secured and any suggestions that can be given will be greatly appreciated by the Convention Department of the Chamber.

Correction

The following letter has been received:
Gentlemen:

In your November issue of "Dallas" under the title "How the Light Came," page 20, second column, under the heading, "More Companies Formed," you say: "A plant was located on the present site of the Wakefield City Ice Delivery Company."

I will ask that you correct this in your next issue, as the name of our delivery company is "Dallas Ice Delivery Company." Our trade name, "KlerKold," being principally used to designate our delivery system.

Yours very truly,

C. L. WAKEFIELD.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912 OF "DALLAS," published monthly at Dallas, Texas, for October 1, 1932.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Earl Y. Bateman, who, having been duly sworn according to law, deposes and says that he is the business manager of the magazine "DALLAS" and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Dallas Chamber of Commerce, Dallas, Texas.

Editor, E. C. Wallis, Dallas, Texas.

Business Manager, Earl Y. Bateman, Dallas, Texas.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

OWNERS: Dallas Chamber of Commerce, Dallas, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none so state), NONE.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder and security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only).

EARL Y. BATEMAN, Business Manager.
(Signature of editor, publisher, business manager, or owner.)

Sworn to and subscribed before me this 1st day of October, 1932.

M. E. POWERS, Notary Public.
(My commission expires June, 1933)

(SEAL)

DALLAS, December, 1932

New Members

The following firms have been elected members of the Dallas Chamber of Commerce:

The O. T. Ball Co., food brokers, 2411 Swiss avenue.

H. C. Burt & Co., Inc., Texas municipal bonds, Kirby Bldg.

English Garden Company, 2615 Shelby street.

Shady Lawn Stables, saddle horses, 7333 Lemmon avenue.

Waugh's Fruit Ranch, 2106 Orange street.

Chester Wilson, Inc., real estate, Cotton Exchange Bldg.

American Sales Co., wholesale hosiery, 614 Commerce street.

Dallas Business Reporter, Santa Fe Bldg.

Lord & Murray, distributor for Glider Garter Co., Southwestern Life Bldg.

Guaranty Old Line Life Ins. Co., Wilson Bldg.

Natural Food Products Co., 4102 Live Oak street.

Producers Milk Co. of Dallas, 2125 South Harwood.

Texas Sanitary Towel Supply Co., 3305 San Jacinto.

Somerville Law School, 1808½ Main street.

December Conventions

Dec. 5-9—State Board of Dental Examiners.

Dec. 6-8—Southwestern Ice Manufacturers Association.

Dec. 30-31—Texas Association of Teachers of Dancing.

Dec. —Texas Mortgage Bankers Association Board Meeting.

Dec. —Northeast Texas Chiropractic Association.

Dec. —Gideon Christian Commercial Travelers of Texas.

Dec. —Texas Intercollegiate Athletic Association.

Dec. —Southwest Conference.

Dec. —Texas Junior College Athletic Association.

Dec. —Lone Star Conference (State Normal Schools).

Dec. —Texas Conference.

Dec. —State Baptist Executive Board.

*Texas Daily Press League.

*Board of Regents, Texas State Teachers Colleges.

*Probably December, 1932 date not set.

S. W. Nichols Quiets Office

The office of J. Ben Critz, vice-president and general manager of the Dallas Chamber of Commerce, was soundproofed a few days ago, with the compliments of S. W. Nichols, contracting engineer for Acoustic-Celotex, in Texas.

The material deadens the office to outside noises and permits conversation in ordinary tones—something not possible before.

"I want some golf balls for a gentleman, please."

"Certainly, madam. What sort does he like?"

"Well, the only time that I saw him play he used a small white ball. But I did not gather the impression that he exactly liked it."

"We shouted when
phones began ringing
again" » » » » »

Said the Mayor



Few realize the value of telephone service until it is taken away. The 8,500 residents of Rhinelander, Wisconsin, found this to be true when fire destroyed the telephone system. Mayor William Gilley had this to say about the resulting chaos:

"Business activities were paralyzed for a week and reduced to primitive conditions. Social life was disrupted.

"Loss to business estimated up to \$150,000, includes only tangible results. If we consider loss of trade to competing communities and the effort necessary to win back business, the economic loss is practically incalculable.

"Those who sigh for the 'good old days' can sigh alone so far as we are concerned. If they had a taste of our experiences they would shout hurrahs because they are alive today to enjoy the conveniences of the twentieth century, just as we shouted when the phones began ringing again.

"No one knows the value of telephone service until it is taken away."

Southwestern Bell Telephone
Company



Time Off for Living

"THERE AREN'T ENOUGH HOURS in a day," he exclaimed to a friend. "My business needs every minute of my time. Yet I have other interests that clamor for attention. So I find that I often neglect one for the other. And with no leisure for recreation." His friend explained how he had been faced with a like situation a few years ago and how he had shifted the burden to the First National Bank under a Living Trust. Since then he has been free to devote his entire time to his business, with time off for living. The arrangement has also given him opportunity to follow the operation of the trust under expert management and to discuss it frequently with the Trust Officers who direct it. A living trust can accomplish many things for you. It begins working at once, while you are here to enjoy its benefits. It allows you to watch the actual effectuation of plans you have made for your family's future. And it gives you freedom to enjoy life. Spend a few minutes with one of our Trust Officers. Let him explain the benefits of a Living Trust to you and your family.



First National Bank

IN DALLAS



Capital, Surplus, Undivided Profits \$14,000,000

